

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIII.

NEW YORK, NOVEMBER 29, 1905.

No. 9.

**INTO THE HOMES—
OVER 1,500,000 OF THEM—
EVERY MONTH**

That's Where The Woman's Magazine Goes

That much is a certainty. It couldn't be otherwise, for every copy of THE WOMAN'S MAGAZINE goes out in a separate wrapper. No news-stand circulation—no wasted copies. Home circulation is insured, and you get 100 per cent of it because the quantity is absolutely *proven*—or no pay. Now the question is: Can the eight million people who go to make up these million and a half homes be made consumers of your product? We'll leave it to you—you know where your goods should be used—you know where your sales should come from. Just send us as a test the name of any city or town in the U. S. where you know something of the people and we'll send you our subscription lists for any points you may name. Look them over, and if they are not the very people you want to reach with your advertising you will be only out the few minutes' time and postage it cost you to make the investigation. On the other hand, if we satisfy you that the eight million readers of THE WOMAN'S MAGAZINE are so situated as to be possible customers for *your* products, then we maintain that we have done you a service as well as ourselves. It's a straight business proposition. We don't talk psychology or anything of that sort. All we want is a fair hearing, and, as a progressive advertiser on the look-out for good mediums through which to sell your goods, you owe it to yourself to investigate the proposition. We'll carry your announcement into over 1,500,000 homes—before eight million people—every month at a lower cost than you can possibly reach the same number of homes or people in any other way. It's up to you to say whether these people can be turned into consumers of your product, and we offer you every means of finding out who they are. Think it over and drop us a few lines asking for any facts or figures you want—propose any test you can think of. Judge for yourself.

ADDRESS

A. P. COAKLEY, Advertising Manager

The Woman's Magazine
St. Louis, Mo.

CHICAGO OFFICE:

1700 TIME BLDG. BANK BLDG.

NEW YORK OFFICE:

1703 Flat Iron Building.

There is But One Directory

upon which leading advertisers in all lines of business depend for authentic information as to the important question of circulations.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY is valuable because it leaves no stone unturned to discover the facts which are of interest and value to the advertiser.

It is impossible in many cases to discover what exact circulations are, but it is always possible, through some source or other, to secure information, which will show, to all intents and purposes, the circulation of any periodical.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY gives circulations as it believes them to be, and uses every possible means of information which will assist it in coming to a conclusion.

For this reason every advertiser who wants to make the best use of his money ought by all means to have this DIRECTORY at his elbow. He can get along without it, but it will be costly.

The 1905 issue is ready for delivery and will be sent carriage paid to any address upon receipt of \$10.00.

ADDRESS WITH CHECK

**THE PRINTERS' INK PUBLISHING CO.,
PUBLISHERS,**

10 Spruce Street,

NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1895.

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NEW YORK, NOVEMBER 29, 1905.

No. 9.

FORTY YEARS' AN ADVERTISING AGENT.

By Mr. George P. Rowell.

FORTY-EIGHTH PAPER—FOUR MORE
WILL COMPLETE THE SERIES.

I was out walking one Sunday afternoon during the early years of my residence in New York, and in a retired street, west of Washington Square, came across a sign, occupying a position over a narrow passage, that impressed me as curious. The name was O. Stickheim which I Americanized as O. Stick-him. The business announced was CARPENTER, and the sign would seem an invocation to charge a high price; but between the line that expressed the

name, and the one that designated the business, there was another line, composed of very small letters enclosed in a parenthesis, that spelled out the words (in the rear).

Early in my business career I had experiences with newspaper men, who had had dealings with advertising agents who may have had signs similar to that of the carpenter; and, if not actually stuck "in the rear," yet had not wholly escaped injury. A burnt child dreads the fire, but the publisher of a country paper hungers after advertising. He wants to be paid for it; but, in spite of serious losses and annoyances, he will take chances. Once when I was sending out new business to papers with which I had not before had any open account, there came a six-page letter, written in a business-like hand, from a publisher in Pennsylvania, who went at length into the question whether he would or should, or

would not or should not, open an account with my firm. He stated the case pretty well, rather plaintively, but seemed on the whole to lean towards the chance, and finally closed by signing his name, —O. Stuck.

I thought it a joke at first but on investigation found it was not, for there was his name on his letter-head, set in conspicuous type, that I had not noted; and in his paper it was also announced. I long had satisfactory dealings with Oliver Stuck, publisher, but it is so long ago that I do not now remember in just which town in the Keystone State he was domiciled.

Church & Goodman published a religious paper in Chicago; Steele & Eaton was the less sanctimonious designation of a firm that

published another religious paper.

Ham & Carver owned a daily at Dubuque, Iowa. Walking through William street from Spruce, toward Wall, many years ago, I saw, over the door of a saloon, evidently the proprietor's name, A. Christian, and on the very next corner another, A. Goodman. On a sign in Dublin, Ireland, over a meat shop, was the name of the firm who conducted it, Lamb & Bullock. There was long a sign in Fifth Avenue, New York City, which I thought noticeable. It bore the name of Salmon Skinner.

The first time I ever saw Broadway I discovered, not far from the Metropolitan Hotel, a sign that bore the words:

HAPPY
TAILOR.

In later years the man changed his location and also the lettering of his sign, and it then read C. P. HAPPY. We all know the story of the German who subscribed to

an agreement the name, A. Schwindler, and when some one suggested that he should acquire the habit of writing out his first name in full, replied that it would not help matters any and, to illustrate, wrote his name in full, A-dam Schwindler. Our firm long had dealings with a man named Liberty Hall. There was the old and very respectable firm of brokers in Wall Street, Ketchum & Cheatum, who were said to have attempted to alleviate the suggestiveness of the combination by adding the initials of the given names of the partners, Isaac and Uriah.

That Mr. Dwight, who made a fortune out of the Cow Brand of Soda, and was the founder or at least a benefactor of Mount Holyoke College for young ladies, in western Massachusetts, had three daughters who married husbands named respectively Walker, Leggett and Ketchum. There was long to be seen from the cars of the Sixth Avenue Elevated two conspicuous signs on one building, one below the other. The first had the single word COFFINS and the other the compound word SHOW-CASES. Not less gruesome was an exhibition in the window of an undertaker's shop where was shown a child's casket, lined with white satin, and well centered in it were the words, To Let, the same being the shadow of a part of the wording in gilt letters on the window that set forth the fact that there were Carriages To Let. I will not omit to mention the firm of Somebody & Huggs who had a school of which it was asserted that Mr. Somebody taught the boys, and Huggs the girls.

There was long a sign in Centre street, not very far from the Tombs, that read, "We Paint Your Eye for 50 Cents—While You Wait." It has been displaced by the changes that have come to the location. In Dr. Henry M. Field's time the sign bearing the name of his paper on the building No. 5 Beekman street came into unfortunate juxtaposition with that of a saloon keeper who had the store under Dr. Field's offices.

The two signs were on a level and the passer-by might read REGAN—THE EVANGELIST. The first time I ever noticed the combination my eye also took in the wording of a card in Regan's window—it was winter—which read, HOT WHISKY A SPECIALTY.

Of course there have been newspapers and magazines with curious names. The *Ram's Horn* is an influential religious paper today. There was once a magazine issued in Portland, Maine, denominated *The Chariot of Wisdom and Love*. Somewhere I have seen a magazine called the *Pleasure Boat*. There is one issued in Boston at the present time called the *Black Cat*.

The correspondent of the *London Times*, in his comment upon the newspapers seen at the Philadelphia Centennial Exhibition in 1876, was impressed that the following names were rather curious: the *Union Spy*, the *Jolly Giant*, *Aurora Brazileira*, *Broad Axe of Freedom*, *Unterrified Democrat*, *Painted Post Times*, *Roman Citizen*, *Homer Iliad*, *Fiorseheads Journal*. To these might be added the *Anniston, Ala., Hot Blast*; *Tombstone, Ariz., Epitaph*; *Hot Springs, Ark., Arkansaw Thomas Cat*; *Esterro, Fla., Flaming Sword*; *Tarkio, Mo., Avalanche*; *Irrigon, Ore., Irrigator*; *Jefferson, Tex., Jimplecute*; *Kosse, Tex., Cyclone*; *Rosenberg, Tex., Silver X-Ray*; *Laramie, Wyo., Boomerang* and the *Pinedale, Wyo., Roundup*.

Readers of Dickens often express surprise at the incongruous names that are found in his pages and yet, it is said, he used none that he had not known in actual life. I remember that to me the name Dombey seemed a preposterous synonym for pompous dullness, and the surprise I felt at seeing it with my own eyes on a tailor's sign in High Holborn, London. Dombey & Son was the firm.

I have had a Dickens-like experience with the names of the tradespeople with whom I have dealt for nearly fifty years. In Boston I had boots made by a

(Continued on page 6.)

The Power of the Evening Press is a Factor to Be Reckoned With.

- 1—The high-grade, *HOME*, evening newspaper is a pertinent factor in the success of advertising, both foreign and local.
- 2—The influence of women in the *HOME* makes this possible, for they are the greatest buyers of the world's goods, and enjoy reading clean, evening newspapers.
- 3—In Baltimore, Washington, Montreal, Minneapolis and Indianapolis the following newspapers are recognized as big favorites with the busy housewife:

**THE BALTIMORE NEWS.
THE WASHINGTON STAR.
THE MONTREAL STAR.
THE MINNEAPOLIS JOURNAL.
THE INDIANAPOLIS NEWS.**

The "power" of the Evening Press must be reckoned with.

For profitable results, instruct your Agent to put these papers on your list.

Full information, rates, circulations, etc., furnished upon request.

Special Representatives:

DAN A. CARROLL,
Tribune Building,
NEW YORK.

||
W. Y. PERRY,
Tribune Building,
CHICAGO.

shoemaker named Bisbee. He removed to New York about the time I did and I continued to make use of his services. I found a tailor at the corner of Broadway and Eighth street who served me pretty well and whose name was Bagg. As I grew prosperous I bought neckties, stockings and handkerchiefs of Budd, who still does business at the corner of Twenty-fourth street and Broadway. I became dissatisfied with the sartorial efforts of Bagg, after a time, and went to Bowne at 182 Fifth Avenue. That was in 1876. Bowne died, at a later period, but was succeeded by his nephew, also named Bowne. Bisbee died and a workman of his continued to make boots for me and his name is Bihler. I see progress, however, toward other letters of the alphabet, for I buy trunks, of late years, of a man named Cherry, and my shirts are made by Caskel & Caskel, although they change the initial from C to K—perhaps to help me along—for life cannot endure forever, and the space between sixty-seven and the traditional three score and ten is not much, and it is still a far cry to X, Y and Z, unless my connection with Editor Zingg may be taken as closing the list.

It is wonderful with what facility I forget the happenings and incidents of the past six weeks and recall those that might have been overtaken by oblivion a score and a half or two score years ago. I recall Barnaby of the Bostonians as a good singer, a noted raconteur and a very fair salesman in a retail clothing store in Boston; how the name of the Boston Theater, after a successful season of Italian Opera, became the Academy of Music; and after being closed for a time and reopened by James M. Nixon, and the Menken—reputed wife of John C. Heenan who fought Tom Sayers—clad in tights and tied to the back of a horse, represented the hero of Byron's poem, *Mazzeppa*; and another scene in which the horse seemed to find stepping stones that enabled him to ascend

with his pinioned burden straight up the face of a great waterfall: and how everybody was thrilled with the scene, and in the mouths of the people the name of the Academy was changed again and now became "The Horse Opera."

What a furore there was in Boston when the great organ was put in place in the Music Hall, and how villainous it was in the man who described an Oratorio rendered there by the Handel and Haydn Society, asserting that on the right there stood a group of forty old maids, every one screeching, "And unto us a son is given," and on the left forty other old maids, likewise screeching, "And unto us a child is born," when, at that point, a little man, with black hair and broad shoulders, rushed excitedly forward into the center of the stage, looked at the maidens at the right, and the maidens at the left of him, noted their skinny proportions, and in a powerful bass voice at last expressed his admiration in thunderous words, "'Tis wonderful! 'Tis Wonderful!"

It was at the Music Hall that the lady, commenting upon John of Bologna's statue of Mercury, standing on one foot with arms extended, admitted that she was not well up in the classics and had always understood the figure represented Col. (Tom) Chickering.

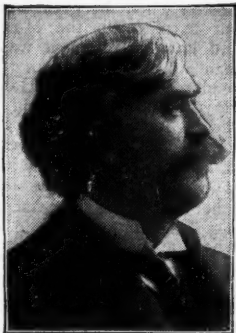
I must not get away from Boston without at least mentioning the name of "Collins the Pants Man." There comes up the memory of seeking an interview with "Young America Train," just returned from a residence in Australia, for the purpose of collecting three years' accumulated subscriptions for the *Boston Post*, and the surprise, at the office, at the success that crowned the effort. He became the celebrated George Francis Train of later years. Then there came Paul Du Chaillu with an exhibition, in School street, of trophies of his African travels, and what a brilliant imagination we thought he had when he told us about the gorilla, not previously admitted to exist—and not ad-

(Continued on page 8.)

CAUSE AND EFFECT

ILLUSTRATED BY THE REMARKABLE GROWTH OF THE

PIERCE PUBLICATIONS



JAMES M. PIERCE.

There is no magic in the present phenomenal growth of the Pierce Publications. Capable editorial management and aggressive and intelligent circulation promotion are laying the foundations; and advertising results and volume are necessary consequences. These affidavits show the why and wherefore.

THE SUFFICIENT CAUSE:

DES MOINES, IOWA, Nov. 1, 1905.

I solemnly swear that the number of cash yearly subscriptions received by the Pierce Publications in the month of October, 1905, was 9,623, of which over 8,500 were new.

STATE OF IOWA, } ss.: J. E. SPALDING, Circulation Manager.
POLK COUNTY, }

Subscribed and sworn to before me this 1st day of
November, A.D. 1905.

THOMAS E. COX, Notary Public.

THE INEVITABLE EFFECT:

DES MOINES, IOWA, Nov. 1, 1905.

I hereby state on my oath that the amount of advertising booked by the five Pierce Publications during the month of October, 1905, exceeded the amount placed on the books in October, 1904, by 55.3 per cent.

F. L. MCGUIRE, Chief Accountant
the Pierce Publications.
STATE OF IOWA, } ss.:
POLK COUNTY, }

Subscribed and sworn to before me this 1st day of
November, A.D. 1905. (Seal) THOMAS E. COX, Notary Public.

The PIERCE PUBLICATIONS include three weeklies—the Iowa Homestead, Des Moines, Iowa; the Wisconsin Farmer, Madison, Wis.; the Farmer and Stockman, Kansas City, Mo.—and two monthlies—the Homemaker, and the Farm Gazette, Des Moines, Iowa. TOTAL CIRCULATION OVER A QUARTER OF A MILLION. Price for display space in the entire combination, \$1.00 per line flat.

mitted then, for that matter. In the same connection stands a memory of Henry M. Stanley, young, black-haired—with not a gray one in his head—standing strong, vigorous, confident, at a reception given him at the Lotus Club, relating his discovery and meeting with Dr. Livingston in Central Africa, when he advanced, took the old gentleman by the hand, and said, "Dr. Livingston, I presume." I admired the man's nerve but did not believe a word of his story. He was, I thought, just a *Herald* reporter, bluffing through the biggest hoax of the time. Truth is stranger than fiction, and we think better now of both Du Chaillu and Stanley; but neither are on earth to read my apology—and neither probably was ever aware that I existed.

How people would persist in calling Orange Judd's *Agriculturist* the *Agriculturalist*. How every man who wanted to advertise thought his copy should occupy "about a square," but never could give any idea of how much space he thought a square would call for. How much remark there was about and what a catch phrase the closing line of the announcements put forth by "Jones of Binghamton," became. He was afterwards Lieutenant-Governor of the State, and later lost his eyesight. I believe he is still living, but we see his advertisements no more ending with the statement: "Jones, He Pays the Freight." Not the Kodak catch line, "You Press the Button and We Do the Rest," nor the Hook and Eye query "Do You See That Hump?" nor the "Smile That Won't Come Off," nor "We are Advertised by Our Loving Friends" nor even Sunny Jim has become more familiar. I wonder, by the way, what would happen to an advertising agent who should induce a client to take up and exploit and spend tens, yes hundreds of thousands on an idea like that of Sunny Jim.

There was a time when it seemed that a satirical or comic illustrated paper could not be made profitable in America; but when

Puck appeared that idea was put at rest. Many people in New York City will recall the circumstance that *Puck* was at one time advertised by painted signs, and that Mr. Comstock, or some other guardian of the public morals, took alarm at the naked figure of the person whom Shakespeare made to assert that he would or could put a girdle round the earth in forty minutes, but who had failed to find time to put even so much as a belt round about himself. He was more naked than the man who supports the great clock in front of Tiffany & Company's new store at the corner of Fifth Avenue and Thirty-seventh street. In response to urgent demand, the painter of the *Puck* announcements added a black Prince Albert coat to the figure, and *Puck* has continued so clad, with no other garments, since that day. Being successful, and of Democratic politics, there was a demand for an attempt to produce a rival of Republican principles and *Judge* came into existence, and has remained a good second. Some people have supposed that without these two periodicals no barber's shop could continue to do business, but since the advent of the Yellow Kids, Buster Brown and their kindred in the Sunday editions of the dailies, we begin to wonder if the days of *Puck* and *Judge* are not nearing their end. Their principal competitor in the barber's favor, the *Police Gazette*, is not much seen now. Later came *Life*; keener, sharper, lighter, more sarcastic, without any political bias beyond being anti-automobile. It was a profitable venture almost from the first and is really a dear—but like other infants it loses something of its cuteness with advancing time.

Among the papers of promise that have failed, *Every Saturday* should be remembered. It was a brisk rival of *Harper's Weekly*, for a time. It brought Bret Harte from California but could not make him profitable. He was later induced to move on, and went to England from whence he never came back. Finally the losses on

Every Saturday caused the collapse of its publisher, James R. Osgood, who was later taken on by the Harpers and died as the London representative of that house.

Although the rent account was vastly reduced and the quarters much improved and made more convenient by the removal of our office from the Times Building to Spruce street, it is probable that from a business point of view the change was not a good one. The new office was scarcely two hundred feet away from the old one but it was less conspicuous. It seems to be in the nature of an advertising agency that it should be approached by one or more flights of stairs—ours was now on the ground floor. The price paid for the building was \$40,000 in 1876. The store was occupied by a dealer in leather who had a lease with a year to run. We tried to buy him off, offered him \$1,500 to move but he would not. We gutted the building overhead and made so much dust that our tenant took a trip South to clear his lungs and visit his customers. He bought an insurance ticket at the railway office for \$5,000, paying five dollars for thirty days' insurance. He was alone in the rear car of a train in Georgia that fell through a railroad bridge, and he was killed. He proved to be insolvent, his family got the \$5,000 insurance, which was all they did get, and we got possession of the store without any payment for canceling the lease. "It's an ill wind that blows nobody any good."

The money was in bank to pay for the building, but there was a mortgage on it of \$20,000 that could not be paid off until after thirty days' notice; and in order not to have the money laying idle it was invested in the stock of the Delaware & Lackawanna Railroad which was sold later, netting a loss of \$4,000. The same stock to-day would be worth more than \$200,000 and the income from it all these thirty years would go far toward paying the \$11,500 rent

which Mr. Jones of the *Times* was exacting of us when we came away from his building. Moral: When you move a place of business be certain to go to a more rather than to a less conspicuous situation. We spent \$15,000 in renovating our new home, and it proved one of the most commodious and convenient offices I have ever known. My successors, however, have given it up and moved next door and up stairs—so as to be more in the fashion.

For a great many years we had a printing office of our own. It took tons of type to keep the Directory pages standing and thereby save a large part of the composition bills. Now and then some requirement would run counter to the rules of the Typographical Union. I would be surprised that ours was a Union office, would insist that it should not be; some men would go away, others would come and ours would be an open shop. After a year or two there would come notice that this or that thing would not be permitted by the Union. My surprise would break out again, again we had the open shop and again—a little later—the Union would be in command. I finally gave up, concluding that on the whole Union rule was most economical. Sometimes we needed fifty men, at other periods three or four or even two would do. The Union had no soul or body. A man could be dismissed the moment work was slack. The Union provided no two weeks' vacation. No Union man expected to be paid when he did not work. It was go by a rule and no favors either way. I have always thought that were I a workman I would have nothing to do with any Union; that the Union is a leveler that holds poor workmen up and keeps good workmen down. Still, on the whole, as I look on the matter in the best light I have, I cannot but admit that I think the Labor Unions have improved the condition of working men. I like to think that the world grows better, that conditions tend to improve rather

than to retrograde, and it is a pleasure to me to know that I am not required to regulate the affairs of the world.

I remember that in the story of Rasselas, Imlac had to remind the prince, when he was discontented, that he could not, at one time, drink from both the source and the mouth of the Nile; and that the wise man who had gained the power to regulate the weather, found that while one man wanted rain, another did not; and try as he would he could not conduct matters in a manner that proved any more satisfactory than they went on in the hands of the Divine Ruler, before the possessor of so much earthly wisdom had undertaken to favor him with his assistance.

I once heard an Arabian Nights sort of anecdote of a Sultan of Bagdad who had an inordinate appetite for listening to stories, and never could hear one that was long enough to satisfy him; so he promised his daughter in marriage, and the half of his kingdom, to whomsoever would relate a story that was long enough to satisfy him; but the competitor for the prizes would lose his head if he broke down in his attempt. Whereupon a youth, who loved the maid, appeared at court and sought an audience. He had a story to tell. It was about a great king who feared a famine and built a warehouse wherein he lodged such a store of corn that it seemed ready to burst, and no one had ever heard of so much corn been brought together since the world began, and the people knew that beyond peradventure famine could have no terrors for them. But, behold, one day there was a cloud in the East, it came nearer and nearer, and when at hand it was not a cloud but a swarm of locusts, and about the warehouse it gathered; and finally, a locust discovered a crevice through which it was able to enter and he went in, and soon returned, bringing with him a kernel of corn; and thereupon another locust went in, and soon came out, bringing

with him also a kernel of corn; and the swarm of locusts was uncountable and the supply of kernels innumerable; and the king, who was never tired of detail, listened day after day to a continuation of the statement that another locust went in, and came out, bringing with him another kernel of corn; and enjoyed it all so much, that he gave his daughter to the raconteur, and the other rewards as promised, so that while he continued to delight the king with other and still other repetitions, he might also, in his hours of rest, learn the science of government, and gain experience in the raising and management of a family.

This story of mine, which has already extended to nearly fifty chapters, threatens perhaps to be another one of the "Another locust went in" variety; but in my case the swarm, although numerous, is not uncountable, and the supply of kernels, although not inconsiderable, yet is not inexhaustible. My story will have an end and that end is not very distant. Reader bear with me through four issues more and you shall have a rest.

IN BOOK FORM.

Mr. Rowell's papers, "Forty Years an Advertising Agent," are to be published in book form, and will be ready for delivery on Tuesday, January 16th. They will make a volume of between five and six hundred pages: set in long primer, leaded, with portraits of numerous persons mentioned. The price of the book will be two dollars. On receipt of that sum it will be sent by mail to any address, postage paid. A copy of the book and a coupon good for a year's subscription to PRINTERS' INK will be mailed to any address for three dollars, if sent before January 1, 1906. Address, inclosing check or money order, Chas. J. Zingg, Manager Printers' Ink Publishing Co., 10 Spruce street, New York City.

A BUSINESS without a principle, will in time come to mean, a principal without a business.—*Ad Sense.*

few years ago are out of the running now.

Professor Barker writes his own ads and aims them at a definite class of people. He puts the exercise proposition up to his reader in a way that makes it rather difficult to dodge. He has also made his campaign a local affair, with a "come in and talk it over" finale instead of the usual book-letter. This is by no means the first advertising he has done, for five years ago, and more, he was in the magazines along with the other physical culture experts, conducting mail courses. He still uses some of the physical culture magazines, and writes health articles for them. But physical culture advertising, he now be-

Lately Professor Barker has been running ads like these twice a week in the *New York Sun*.

business can't last here.
and talk with me at my studio.
arrive and my expert advice will
be packing. You will feel more
after a five minute talk with me.
I want medicine. I can give
it through science.

lives, has been made too much of a general proposition. In the magazines but a small proportion of readers can be interested, and some of the experts who were advertising a few years ago followed methods that were more conspicuous for speedy results than the building of a permanent basis for health. These things have made it best to keep out of general advertising, and to adopt sensible talks that reach, interest and convince one class of readers only, and bring them in for a talk. His ads have been running about two months now, on the *Sun's* news pages, and they are bringing results. Personality seems to be one of their elements of strength.

THE QUOIN CLUB'S ANNUAL DINNER.

About 250 publishing and advertising men sat down to the fourth annual dinner of the Quoin Club November 15. This event, held at the Aldine Club, New York City, is pronounced by the discerning to be the advertising dinner of the year.

The Quoin Club is not exactly a close corporation. But it is moderately compact in membership. Made up of the advertising managers of the New York magazines, its object is a monthly discussion of magazine conditions, and because the club wishes freedom of expression from its members no statements regarding proceedings are ever given out. Nothing very secret takes place at its discussion, members say—nothing that would warrant the attention of Mr. Hughes. But magazine policies are talked over, and as everybody knows that proceedings will be confidential, there is free speech. Much good to both magazines and advertisers has resulted from the club's deliberations, and no harm to anyone.

This is the Quoin Club. Its annual dinners are considered an event, first, because they are for pleasure pure and simple, with none of the serious problems of life or advertising to be discussed, and second, because they are moderately exclusive. As a rule the guests are magazine advertisers. But this rule is broken if the good of the dinner demands it. District Attorney Jerome advertises hardly at all in magazines, yet he was a guest the other night. He came with a flock of newspaper reporters at his heels to stay five minutes. The reporters were invited to stay outside and the District Attorney remained until twelve-thirty. Polk Miller brought six plantation dorkies from Richmond, Virginia. Henry D. Estabrooke, general counsel of the Western Union Telegraph Company, made a speech on "New York and the West" that brought the assembly to its feet. Hamilton W. Mabie was toastmaster, and

speeches were made by Homer Davenport, Cyrus Curtis, F. Hopkinson Smith, District Attorney Jerome and Herbert S. Houston. Then it was time to go home, but it is estimated that there was present enough representative after-dinner talent to have kept the thing alive far beyond daylight. This alphabetical list of those attending bears out the statement:

E. A. Ames, Lawrence F. Abbott, H. G. Ashbrook, F. A. Arnold, Collin Armstrong, Wallace F. Armstrong, William E. Annis, J. W. Burdick, Stuart Benson, Curtis P. Brady, C. A. Brownell, Thomas H. Blodgett, E. J. Bliss, Walter B. Bunnell, Thomas Balmer, James F. Birmingham, R. W. Brown, Mr. Bundy, W. Atlee Burpee, W. O. Brady, Thomas A. Barrett, George B. Bolton, George Batten, George F. Baright, J. W. Barber, Edward W. Bok, F. L. Colver, Charles F. Chichester, John Coon, W. W. Carlisle, C. A. Carlisle, C. W. Cheney, E. E. Calkins, J. W. Cromwell, Robert W. Carle, Charles E. Churchill, R. S. Child, Frederick L. Collins, J. J. Curtis, Geo. O. Coon, Egerton Chichester, James M. Cunningham, Edward C. Conlin, W. P. Colton, Cyrus H. K. Curtis, Hanford Crawford, H. A. Cuppy, W. H. Child, W. H. Clarke, Irving Cox, Ernest F. Clymer, Charles A. Corliss, S. C. Dobbs, A. W. Drake, Horace Dumas, Henry Drisler, Russell Doubleday, Louis, B. DeVeau, Homer Davenport, Lindsley Dennison, F. A. Duneka, Frank N. Doubleday, W. T. Dewart, William F. Dorfinger, A. E. Dunn, Wm. Allen Dyer, Charles Dwyer, Frank L. Erskine, C. R. Erwin, S. Keith Evans, A. W. Erickson, F. F. Edwards, H. T. Eschwegl, Henry D. Estabrooke, Thomas Ewing, Jr., Samuel A. Everitt, W. W. Ellsworth, George Ethridge, George S. Emory, J. H. Emory, A. E. Fowler, R. T. French, J. B. Furber, H. J. Fisher, Robert Frothingham, William H. Field, A. B. Fletcher, Walter Goodyear, Herman W. Grannis, R. G. Gould, Edward Gray, E. H. Gane, George H. Hazen, George E. Harris, Ralph Holden, C. S. Hallowell, Herbert S. Houston, J. A. Hill, Capt. Homer W. Hedge, Frank C. Hoyt, George F. Heydt, A. S. Higgins, W. E. Hall, W. H. H. Hull, William B. Howland, F. L. Hoppin, W. W. Hallock, G. H. Harmon, W. R. Hearst, Henry L. Hornberger, E. T. Howard, Ben B. Hampton, M. B. Hayes, George F. Howard, Edward H. Haven, J. J. Hazen, A. C. Hoffman, Clarence Hope, John H. Hawley, W. B. Hunter, William Handley, R. A. Holmes, A. L. Hart, C. H. Ingersoll, William H. Ingersoll, Wm. Travers Jerome, William H. Johns, Tudor Jenks, E. H. Jewett, E. H. Kimball, Joseph Gray Kitchell, C. B. Kirland, John J. Korb, J. W. Kennedy, E. C. Locke, William Leonard Lenhart, Walter C. Lewis, C. D. Lanier, H. W. Lanier, F. T. Leigh, Maj., F. P. Lindley, H. A. Le Fevre, Robert Lanier, Hamilton W. Mabie, P. W. Minnick, Edwin C. Madden, J. Franklin Murphy, S. H. Moore, Frederick F. Meyer, J. Rowland Mix, Theo. F. Merselles, M. H. Marlin, John Mackintosh, J. W. Morgan, Herbert Morris, Brockholst Mathewson, Winslow Mallory, William L. Miller, Arthur M. Morse, Polk Miller, Einer Meyer, L. C. McChesney, A. A. McCormick, W. J. McIndoe, Robert M. McBride, W. H. McElroy, Conde Nast, W. J. Neal, Peter

Newell, Edward A. Olds, W. A. Pulow, John S. Phillips, E. E. Phillips, I. H. Page, Hallett M. Porter, Maj. C. H. Patton, C. H. Parsons, W. G. Preston, E. D. Preston, Walter H. Page, Frank Presbrey, John O. Powers, J. A. Richards, Charles E. Roberts, E. J. Ridgway, George P. Rowell, Emory Remington, H. R. Reed, John E. Root, S. G. Rosenbaum, James Rodgers, W. P. Scott, Jr., W. G. Snow, A. D. Sargent, E. J. Seward, F. Hopkinson Smith, John A. Schleicher, Ellery Sedgwick, C. A. Sheffield, M. A. Selsor, Melville E. Stone, R. P. Smith, Frank G. Smith, J. H. Sears, Arthur H. Scribner, George F. Seward, W. S. Sullivan, L. H. Soule, Theodore E. Smith, Col. Henry L. Swords, Frank Seaman, Albert Shaw, Frank H. Scott, E. W. Spaulding, C. D. Spaulding, George W. Tryon, Leonard W. Tutts, J. F. Thomas, Hollinshead N. Taylor, A. B. Thomson, Bond Thomas, Ralph Tilton, C. M. Tremaine, John Adams Thayer, James E. Tower, J. Walter Thompson, T. S. Tetley, George Von Utasi, Walter P. Wheeler, Richard Wightman, Richard S. Wood, R. C. Wilson, Artemas Ward, John Brisben Walker, Francis A. Wilson, Harrison Williams, George W. Wilder, William Watt, William O. Wiley, H. D. Wilson, O. H. L. Wernicke, R. L. Winkley, C. F. Wychoff, Allen Wood, R. S. Yard and H. G. Yeiser.

A souvenir menu, got up like a miniature magazine, with parody ads and articles, contained hits at every magazine in New York, and at most of the prominent advertising propositions. There were over 100 pages of them, contributed with illustrations by members of the club. The dinner was in charge of the officers and executive committee, which comprise: Herbert S. Houston, president; Henry D. Wilson, vice-president; S. Keith Evans, secretary; Robert Frothingham, treasurer; executive committee—Frank C. Hoyt, J. Rowland Mix, Eugene W. Spaulding, William H. Field, George H. Hazen and Curtis P. Brady.

You can sell a man more in the long run through the medium of his intelligence than you can through a play upon his impulses—a bill of goods sold on impulse is only half sold.—*Agricultural Advertising.*

BLESSED is the man who has not hatched out an advertising idea, for no one has stolen it from him.—*Agricultural Advertising.*

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Kate. 38c. flak. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

RECENT PUBLICATIONS
suitable for holiday gifts will be fully described in the Seventh Annual Book Number of The Chicago Record-Herald. This illustrated resumé will appear on Saturday, December 2, 1905. It is a recognized guide for the holiday book-buyer.

¶ In addition to the regular Saturday circulation, exceeding 146,000 copies, 8,000 extra copies of this issue will be sent to booksellers in the West and Northwest.

¶ For five years past the Record-Herald has printed more book advertising than any other paper in the entire West. In the nine months of 1905 it contained 26,685 lines more than its nearest competitor.

¶ Book reviews are a daily feature of The Record-Herald, which appeals to the intelligent people of this prosperous and growing section.

By January 1st the circulation of

The Des Moines Capital

will exceed 40,000.

This prediction is based upon the fact that the Capital's Bargain Day scheme takes place in December, as in previous years. Present circulation, 39,000. The Capital has not failed to receive more than 5,000 new subscribers for the last three Bargain Days. The rate for this enormous circulation is but 5 cents a line.

Write to New York Office, 165 World Bldg.; Chicago Office, 87 Washington Street, or Lafayette Young, Publisher, Des Moines, Iowa.

HOW OMEGA OIL IS ADVERTISED NOWADAYS.

AN ABRUPT DEPARTURE FROM THE "BOY AND GEESSE" PUBLICITY ONE OF THE THINGS THAT HAS MADE THIS PROPRIETARY A DIVIDEND-PAYER—MAINTAINED FOR FIVE YEARS AT A LOSS—TERRITORY COVERED TO-DAY AND THE MEDIA USED.

For nearly five years after it was introduced to the public Omega Oil held to its famous pictures of the "boy and geese," which were founded on a water-color sketch by some unknown artist, picked up in a New York picture-shop. The boy and geese made Omega Oil known everywhere. The oddity of this advertising seemed to have some fascination for the public. Cartoonists could not keep their hands off the idea during political campaigns and newspapers regarded it as a matter of importance when a boy-and-geese billboard blew down, or anybody cared to explain why this curious method of advertising was adhered to. Publicity! Omega Oil got it in plenty. Yet during the period of this boy-and-geese advertising the remedy absorbed an advertising expenditure of more than \$1,500,000, according to its proprietors, while the gross income for that period was \$142,797 less than the advertising expenditure. Following is a statement of the deficit for those five years:

	Loss.
1899.....	\$23,608
1900.....	27,187
1901.....	46,306
1902.....	27,319
1903.....	18,477
	<hr/> \$142,797

"This was real money, too—not space trades," explains Bert M. Moses, of the Omega Chemical Company. "It was the same kind of money they were paying twenty-five per cent for in Wall Street the other day."

Just about the close of its fourth year, or three years ago (Omega Oil has been in the market seven years all told) a radical change was made to the style of advertising which is shown in the car

cards reproduced herewith. This series of cards, now running in the cars, represents the latest development of a line of advertising that was first crudely begun with the realistic picture of a young man tying up a sprained arm. Almost from the first month that this advertising was put out its effects could be traced in sales, and in the past two years Omega Oil has paid off its advertising deficit and now yields handsome dividends. During November, 1905, the sales were thirty-three per cent larger than for the same period of the year previous, while advertising expenses were reduced thirty per cent.

These cards have three distinct merits:

First—Advertising strength due to their excellence as works of realistic photography that have direct bearing on the commodity.

Second—Dignity that makes their message as agreeable to persons of esthetic taste as it is simple to the illiterate.

Third—The value of suggesting new uses for Omega Oil and showing at a glance how to use it for certain purposes.

Much of the advertising effectiveness of the pictures (which are made from models carefully posed) lies in the handsome reproduction of the originals that has gradually been worked up. The first *genre* picture of this sort, made three years ago, was somewhat dead in its flesh tones. The lithographers hit upon the scheme of transferring the half-tone screen direct to stone and printing therefrom, which gives the softness of a photogravure. The car cards are reproduced in this manner, in fine warm brownish-black, while for the large reproductions used on three-sheet billboards all flesh tones are transferred to stone by the half-tone process, the dress and other details being drawn in. The strong, simple lettering has always been characteristic of Omega Oil advertising, and the company could not be induced to change it. These cards are also studies in brevity of text. Every-

body believes in short advertising arguments, but few advertisers are brief. These cards, with six words and a figure, tell the name of the commodity, an ailment for which it is effective, show how to use it and give the price, as well as indicating that it is not necessary to purchase an expensive bottle of the liniment.

"No newspaper advertising has been employed for Omega Oil for three years," says M. Wineburgh, president of the company. "We never got our money back from

Omega Oil is sold for fifty cents. This size will last a family at least six months, and probably a year. We can't afford to spend much money to get a fifty-cent purchaser once a year. Newspaper space costs, on the average, about eighty cents per thousand readers for one insertion of a 250-line advertisement. Magazine space costs a dollar per page per thousand readers. But in street cars we can reach 750,000,000 persons for \$1,600.

"We are now using practically

The collage consists of seven individual advertisement cards for Omega Oil, arranged in a non-uniform grid. Each card includes a small illustration of a person, the brand name 'Omega Oil', a specific ailment, and the price of a trial bottle.

- Card 1 (Top Left):** Illustration of a person holding their head. Text: "Omega Oil", "For Cold in the Head", "Catarrh, Anthona".
- Card 2 (Top Right):** Illustration of a person holding their shoulder. Text: "Omega Oil", "Stops Pain".
- Card 3 (Middle Left):** Illustration of a person holding their neck. Text: "Omega Oil", "For Neuralgia, Earache and Toothache".
- Card 4 (Middle Right):** Illustration of a person holding their arm. Text: "Omega Oil", "For Cuts, Sprains and Bruises", "Trial Bottle 10¢".
- Card 5 (Bottom Left):** Illustration of a person holding their back. Text: "Omega Oil", "For Rheumatism".
- Card 6 (Bottom Center):** Illustration of a child. Text: "Omega Oil", "For Sore Throat & Cold in Chest", "Trial Bottle 10¢".

the newspapers, though for four years we stuck to them doggedly. I do not wish to reflect on newspapers as an advertising medium in making this statement. There are good reasons why the papers do not pay us. Department stores nowadays occupy so much of the advertising space in every good newspaper that only large advertisements for a commodity like Omega Oil are seen. Our remedy might be exploited successfully in the papers if it were a dollar tonic that people took half the year. But the large size bottle of

all the cars in such territory as we think it wise to cover. None of our advertising goes south of the Ohio River, nor west of the Mississippi, except in Iowa, Minnesota, Missouri, Kansas and Nebraska. But east and north of these boundaries we advertise closely. The South is avoided not because of the character of population so much as because a cold climate seems to be necessary to produce the ills for which a liniment is necessary. The Far West is eliminated from our operations because, until the Pacific Coast is

reached, the population is thin and scattered, while on the Coast itself there are not so many people as are to be found in a small group of the New England States.

"Three-sheet posters are used along the elevated and underground lines in New York, along the elevated roads in Chicago, and wherever we can get hoardings in cities protected from weather. We have conscientiously tested every known medium of advertising with Omega Oil. One year in New York City our bills for electric current and rentals for illuminated bulletins was nearly \$40,000. We have tried billboards, only to come to the conclusion that they didn't give service. Paper blows down, looks shabby and is costly, while locations are not good. We have tried painted advertising, too. But the turning point in the advertising began when Mr. Moses hit on these new cards and we confined operations to cars. How do we know that the latter medium pays? Simply by watching sales in a given territory under the stimulus of first one medium, then another.

"Another factor that helped Omega Oil onto a paying basis was the ten-cent trial bottle. Until April, 1903, the fifty-cent size was the only one we put out. But a smaller bottle seemed essential, and we visited all New York jobbers, many of the retailers, and wrote to hundreds of drug men throughout the country to find out what they thought of a ten-cent size. All were against it. "It will kill the fifty-cent size," was the common opinion. But we put it out, nevertheless, against all cautions from the trade, and the trial bottle has given the remedy a total volume of sales it could not have attained upon the large bottle alone. Sales of ten-cent bottles now pay all advertising expense and all the cost of production and operation, so that sales of the large bottles represent clear profit. We must sell seven ten-cent bottles to make as much profit as upon a fifty-cent bottle, but sales are made so much more frequently that this is no han-

dicap. The trial size put Omega Oil in reach of poor people. Some families, we have found by investigation, buy an average of one ten-cent bottle every two weeks, whereas if the large bottles alone were on sale they might buy but one a year."

The Omega Chemical Company is a corporation, but it has only two stockholders—Mr. Wineburgh and Mr. Moses. Together they have charted the course of the good ship Omega and steered it around rocks and through currents that threatened to swamp it.

"Now that you have made Omega pay dividends, when do you intend to put out another proprietary," was asked. Mr. Wineburgh jumped to his feet and raised both hands to the heavens:

"Never again!" he said, emphatically; "never as long as we live. It took five years to bring Omega Oil through, and those are the best years of one man's life. To go up against losses month after month, live in hope, but without any assurance of seeing your way clear, is too much of a strain to be taken on again. There were periods when we were spending \$1,500 a day, \$45,000 to \$50,000 a month, for advertising, during which the orders for three days would not amount to \$10. You would have thought that somebody was going around killing off everybody that asked for a bottle of Omega Oil. The reason for this slow development seems plain enough now. It took time to educate the public to a liniment. There are fashions in proprietary medicines the same as in bonnets. At one time everybody will go in for internal remedies, at another for tabules, at another for liniments, and so forth. Fifteen years ago, when St. Jacob's Oil was widely advertised everybody understood liniments. Then St. Jacob's stopped, and the people forgot external remedies. With Omega we had to teach them to rub, and until that was done the sales were small. But Omega makes good, and creates demand. Besides, it is one of the cleanest remedies on the market.

If it doesn't do good it can't do harm, and it runs along year after year without complaints or attacks from anybody."

LITTLE HARM DONE.

DIAMOND NATIONAL BANK,
Fifth and Liberty Avenues,
PITTSBURG, Pa., Nov. 15, 1905.

Editor of PRINTERS' INK:

The November 1st issue of **PRINTERS' INK** contains quite a lot of interesting matter concerning bank advertising. Among this is an article concerning the Commercial & Farmers' National Bank of Baltimore. It gives some fac-similes of the bank's advertisements, and makes comments upon them.

I feel that you believe credit ought to go where credit is due, and I thought you would be interested in knowing that two of these ads of the Commercial & Farmers' Bank; namely, the one headed "Rags" and the one headed "Appreciation" are not original with the Commercial & Farmers' Bank of Baltimore. In fact, they are verbatim reproductions of advertisements issued by this bank. The one on "Appreciation" appearing in the *Pittsburg newspapers* the week beginning March 28th, and the one on "Rags" appeared the week beginning May 15th of this year, both of which dates are prior to the time of appearance in the Baltimore papers. The advertisement on "Rags," I think, you reproduced from the *Pittsburg Dispatch* in a former issue of **PRINTERS' INK**.

You will note, too, that the diamond used by the Commercial & Farmers' Bank is an exact copy of what we use in advertising our two banks—the Diamond National and Diamond Savings Banks. The Diamond Savings Bank uses the white background and black letters, and the Diamond National Bank the black background and white letters. Recently in our Diamond National ads we have added the skyline of Pittsburg above the diamond.

We are broad in our opinions and can see no reason why a bank should not benefit from another bank's ideas and experience. We have noticed the growth of Mr. Mason's bank, and have been interested in and admire his publicity campaign, yet it is quite a strain on ethics, not only in using the exact language of another, but claiming credit for an original way of saying things, and allowing the impression to go abroad that the author of these items was in the Commercial & Farmers' Bank.

Understand our objection is not primarily against the use of our ads, by another, but mainly against another assuming credit for matter that originated in this office.

Very truly yours,

D. C. WILLS, Cashier.

An advertiser should remember that he is talking to another man's wife and speak pleasantly.—*Agricultural Advertising*.

CLAIMS THE CREDIT.

PAINTER-TOBEY-JONES Co.,
Successful Advertising,
356 Dearborn Street,
CHICAGO, Nov. 13, 1905.

Editor of PRINTERS' INK:

I notice in your issue of November 8th an article regarding the success of the Gillette Razor advertising and I beg to give you a few facts.

I placed the advertising for the Gillette Sales Company from its first advertisement up to and including the issues of July, 1905, with the exception of a few months the latter part of 1904 when I was out of the city.

The advertising I placed was a strong feature in bringing the sales from apparently nothing to nearly a thousand a day at the time that I discontinued placing their business.

I have proofs here in my offices that my campaign of advertising cost less per inquiry than it has since July or during the time that I was out of the city the latter part of the year 1904.

Of course trade conditions on any article of this sort means that the cost per inquiry for the advertising should grow very rapidly, but for considerably over a year I was able to keep this cost at nearly the same price.

I think it is hardly fair to give another agency credit for the advertising success of an article that was already a success when they began to handle it.

Yours truly,

GEO. J. KENDALL.

THE "TRIBUNE'S" PROSPERITY.

OAKLAND, Cal., Oct. 10, 1905.

Editor of PRINTERS' INK:

We have outgrown our present quarters, so we will erect a building of our own.

Our business has increased so fast during the past three years that we hardly realized what was happening until we found it was impossible to continue growing without greatly added facilities.

The *Tribune* building will be a strictly modern structure in every respect.

Ground was broken Sept. 25th and the work will be crowded so as to enable us to start the New Year in our own home.

When the structure is completed the *Tribune* will enjoy the distinction of being the only Oakland daily owning its own building. Very truly yours,

TRIBUNE PUBLISHING COMPANY,

By M. De L. Hadley.

Show me an editor neglectful or contemptuous of the advertising end of the business and I will show you an editor who is both a barnacle and a leach, a detriment rather than an aid to the newspaper with which he is connected.—*Pacific Coast Advertising*.

"It seems that straight advertising won't interest the public in this thing. We'll have to devise some other plan."

"Well, the only sure way is to get the newspapers to roast it."—*Life*.

THE GOLD MARKS.

These marks, in the American Newspaper Directory, are explained as follows:

(●●) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ●.—*Webster's Dictionary*.

Many publishers indicate, every year, an active interest in these marks, and make application for them to the Directory editor. To every publisher who thus expresses a desire for the Gold Marks, an invitation is given to submit the reasons why he considers his publication eligible, and if his claim is sufficient the marks are accorded. If it is lacking in the least particular, they are withheld. In either event, the Directory publishers do not find it advisable to correspond with the paper upon the subject.

* * *

Below is given a pretty strong specimen of the sort of arguments used to prove a paper eligible to the much coveted distinction:

SEATTLE, Wash., Nov. 13, 1905.

Mr. Chas. J. Zingg, Manager, *Printers' Ink Pub. Co.*, 10 Spruce Street, New York, N. Y.

DEAR SIR—Replying to your favor of the 8th. We appreciate your position in connection with our letter of the 2d. We therefore withdraw the letter of the 2d, and again submit the matter regarding the *Post-Intelligencer* and its claim to be listed in the gold mark papers.

Yours truly,

POST-INTELLIGENCER CO.,

S. P. Weston, Business Mgr.

The *Post-Intelligencer* should be entitled to receive the Gold Marks in the American Newspaper Directory for the following reasons:

1. It "has a name and history."
2. It is the oldest paper in Seattle.
3. Seattle is so situated that the morning paper, the *P-I*, covers a radius of 200 miles, reaching such points before evening the same day, and before any other city paper can.
4. It is the only morning paper in the largest city in the State.
5. It is the oldest paper in the State, having been established in 1866.
6. By age, by character, by influence, by the territory covered it is the leading daily in the State of Washington.
7. It is the oldest established daily newspaper printed within the limits of the States of Washington, Idaho, Montana, the District of Alaska and British

Columbia, in which it to-day has general circulation.

8. It has the largest bona fide full paid circulation of any daily, and Sunday, newspaper published within the territory specified above, and yet it is published at the highest price of any except the "Klondike" newspapers.

9. Its history is identified with the development of the Pacific Coast and Alaska. It is known from San Diego to Point Barrow; from Tokyo to Saint Paul. It is quoted from the Straits Settlements to Siberia in the Far East.

10. It is affectionately known—and it is the only newspaper in the United States so generally known—by a nickname. "The Old *P-I*." is better known as such than "The Pic" in New Orleans or "The Trib" in Chicago—both Gold Mark papers, and the only ones nicknamed.

11. Its circulation reaches all the readers in its field who have more than average intelligence and purchasing power, but it reaches more, for it reaches practically all of the Alaskans and Klondikers—money spenders.

12. It is known as "the old reliable." One instance may be cited: There are nearly 5,000 Japanese in Seattle. Their representatives telephoned the editor asking to be informed "when Port Arthur falls," "Because we know if the *Post-Intelligencer* says so it will be true, and if the other papers say so we will not know." In this respect its character for reliability is as well established in Seattle as that of the *Sun* in Baltimore.

13. In some respects it is the most comprehensive newspaper published west of Chicago. A close study of its columns will show in the course of a week more diverse interests represented than in, perhaps, any other newspaper in the United States. No newspaper in this part of the country has ever paid so much attention as has the *P-I* to good morals, fine arts—music, literature and the like, yet equal attention is given to agriculture, mining and commerce as specialties outside of general news and politics.

14. A recent letter from D. Appleton & Co. says: "the *Post-Intelligencer* has always seemed to us the best paper in Seattle." Bobbs-Merrill & Co. write: "We have long counted the reviews in your columns as among the best and most thorough we have received." The *Ladies' Home Journal* in September gave nearly a page to original work of the *P-I*. The "A. B. C. F. M." (tainted money) met here this year and appointed another paper its official organ, but the *P-I*'s report was so thorough, accurate and competent that the enclosed card of thanks was given to it, and later on the Presbyterian Ministers' Association of Seattle passed a resolution, also enclosed.

15. The United States Government, Department of Agriculture, has reprinted and published matter first published in the *Post-Intelligencer*—an honor never before paid, so far as known, to a newspaper; and the United States Signal Corps Gen. A. W. Greely has presented a frank over the United

States Government Alaska Cable and Telegraph system to the editor of the *P-I* "in recognition of the valuable services of the newspaper in the development of Alaska." These are only a few citations to show the high character and standing of the newspaper.

16. Politically the *P-I* wields high power. One citation may serve. In the last campaign the Republican nominee for Governor did not have the support of another daily newspaper in Tacoma, Seattle, Spokane or Walla Walla, the leading cities of the State, yet the campaign of the *P-I* was such that when elected the Governor wrote, on November 6th, that "without your support I know that to-day I would be a private citizen and not Governor-elect." There is no question but this was largely due to the stress and weight given by the people of Washington to the utterances of the *P-I*.

17. It is the family paper of its field. The *P-I* can and does go into any respectable house. It avoids salacious scandals, and mothers appreciate it and are not afraid to let their daughters read it and they do.

18. It is the representative of its city. It speaks with authority and by the card on all topics of municipal or civic interest and the people know it and recognize it.

19. It is an institutional newspaper. It has had several owners and editors within recent years, but its character and position are rock-ribbed, solid and substantial although the newspaper improves and adds all up-to-date features. The most common remark of strangers is that the *P-I* suggests either the *Chicago Tribune* or the *New York Herald*, although it does not resemble or copy either of them.

20. Advertisers recognize the fact that the *P-I's* editorial page is one of its strongest features. It is more widely quoted in the East than any other Pacific Coast paper. The demand for exchange is so great that such requests have to be refused on the free list, and reputable daily papers outside of the State pay for it, while every daily and weekly published in the State receives the *P-I* and quotes from it. The editorial pages of scores of weeklies consists largely of *P-I* editorials. As a citation read the enclosed letter, received while this was being written.

21. The *P-I* may claim to be a paper of national renown—it may be said international renown, considering Canada a foreign country, as it really is, though a neighbor to us. The discovery of the Klondike and of the Seward Peninsula goldfields at Nome made the *P-I* an authority on Alaska and the Yukon region, and it is recognized as such by the leaders of Congress. Ask "Uncle Joe" Cannon what the *P-I* is, or for that matter you could ask Theodore Roosevelt and get the same reply—that they know it well.

22. The *P-I* is a sane, sound and substantial newspaper. It is not a "conservative" newspaper in the sense of old fogy or old-fashioned. No newspaper could be that in Seattle and live, but it represents "the square deal" a broad, liberal, charitable view of hu-

manity and its foibles, but sets its face like steel against crookedness, narrowness and unrighteousness.

23. In character and quality of circulation the *Post-Intelligencer* is the peer of any on the Gold Mark list and superior to several, as it is to some in character, quality and quantity—the three elements of publicity that have value.

24. It is the only daily paper west of the Mississippi River, and is one of the six great Dailies of America, which refuses to print the advertisements of quack doctors, objectionable medical advertisements, matrimonial, get-rich-quick, fake investment or dishonest advertisements of any character.

25. Its advertising columns are rigidly edited for objectionable matter. The *Post-Intelligencer* refuses advertisements of this character amounting to many thousand dollars annually. Other Seattle papers carry such advertising.

26. It is edited both in news and advertising for home reading.

27. Over 90 per cent of its circulation is delivered to homes and business offices.

28. Its subscription price is 75c. a month. Other Seattle papers are offered at 25c. and 50c. a month.

29. Its circulation cash revenues are the largest of any paper in the State.

30. The circulation report of the expert of the Association of American Advertisers, made in July 1905, says "the total cash received from all sources of subscriptions is very close to 87 per cent of the amount due."

31. Practically every retail merchant catering to the medium and better class of trade uses its advertising columns.

32. It is accorded by advertisers the highest paid circulation of any paper published in the State.

33. You have our permission to ask any reputable business concern, banker or retailer in Seattle, for their opinion of the character and standing of the *Post-Intelligencer*, and the quality of its circulation.

34. You may put the same question to all the newspaper publishers in this State, or to the State, city or county officials, any commercial body, any religious, charitable or educational organization.

35. It is the paper that the native born residents and pioneers of the State of Washington have always depended upon for reliable city, State, national and foreign news. The *P-I* is one of the oldest business institutions in the State.

36. The *Post-Intelligencer* has one advantage over every paper on the Gold Mark-list. It has always had and maintained, and now has and maintains, a monopoly of the morning newspaper field in Seattle, now a city of over 170,000. If you live in Seattle or are a stranger at a Seattle hotel, if you wish to read a morning newspaper, you must read the *P-I*. There is no other to read.

37. The fact that there is an impression prevalent that the *P-I* would

be entitled to the Gold Marks if the facts were well understood, as they ought to be, is an indication that other people think so.

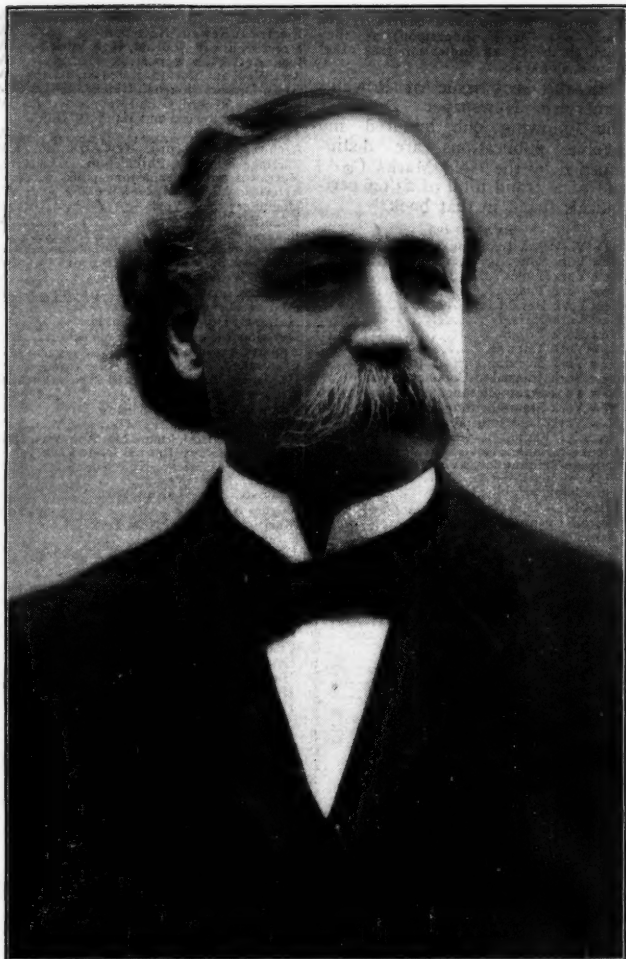
In the 1905 issue of Rowell's American Newspaper Directory the following one hundred and twelve publications are distinguished by the Gold Marks (Ⓞ) out of a grand total of 23,146 periodicals listed in that book:

NEWSPAPERS.

New York Sun (morning).....	D	Electrical World, New York.....	W
New York Sun.....	S	Electrical Review, New York.....	W
New York Times.....	D	Street Railway Journal, New York.....	W
New York Times.....	S	Iron Age, New York.....	W
New York Herald.....	D	Am. Wool and Cotton Reporter, Boston.....	W
New York Herald.....	S	Grain Dealers' Journal, Chicago.....	S-M
New York Tribune.....	D	Furniture Record, Grand Rapids.....	M
New York Tribune.....	S	Real Estate Record and Builders' Guide, New York.....	W
New York Evening Post.....	D	Architectural Record, New York.....	M
New York Journal of Commerce.....	D	Carriage Monthly, Philadelphia.....	M
New York Staats-Zeitung.....	D	Northwestern Miller, Minneapolis.....	W
New York Staats-Zeitung.....	S	American Machinist, New York.....	W
New York Law Journal.....	D	Machinery, New York.....	M
Brooklyn Eagle.....	S	Inland Printer, Chicago.....	M
Chicago Tribune.....	D	Bakers' Helper, Chicago.....	M
Philadelphia Press.....	D	Confectioners' Journal, Philadelphia.....	M
Philadelphia Public Ledger.....	D	Boot and Shoe Recorder, Boston.....	W
Pittsburg Dispatch.....	D	Textile World Record, Boston.....	M
Boston Evening Transcript.....	D	Shoe and Leather Gazette, St. Louis.....	W
Baltimore Sun.....	D	Pharmaceutical Era, New York.....	W
Buffalo Commercial.....	D	National Druggist, St. Louis.....	M
Buffalo Express.....	D	Dry Goods Economist, New York.....	W
Buffalo Illustrated Express.....	S	Apparel Gazette, Chicago.....	S-M
Rochester Post-Express.....	D	Crerand's Cloak Journal, New York.....	M
Cincinnati Enquirer.....	D	Hardware Dealers' Magazine, New York.....	M
Cincinnati Enquirer.....	S	Keystone, Philadelphia.....	M
Columbus Dispatch.....	D	Country Gentleman, Albany.....	W
New Orleans Picayune.....	D	Hoard's Dairyman, Ft. Atkinson, Wis.....	W
New Orleans Picayune.....	S	American Thresherman, Madison, Wis.....	W
New Orleans Times-Democrat.....	D	Army and Navy Journal, New York.....	M
Milwaukee Evening Wisconsin.....	D	Scientific American, New York.....	W
Washington Star.....	D	Clipper, New York.....	W
Louisville Courier-Journal.....	D	Dramatic Mirror, New York.....	W
Louisville Courier-Journal.....	S	Vogue, New York.....	W
St. Louis Globe-Democrat.....	D	Maritime Register, New York.....	W
Providence Journal.....	D	Pilot, Boston.....	W
Providence Journal.....	S	Churchman, New York.....	W
Hartford Courant.....	D		
Springfield (Mass.) Republican.....	D	MAGAZINES.	
Springfield (Mass.) Republican.....	S	Forest and Stream, New York.....	W
Worcester L'Opinion Publique.....	D	Life, New York.....	W
Charlotte (N. C.) Observer.....	D	Nation, New York.....	W
Charlotte News and Courier.....	D	Atlantic Monthly, Boston.....	M
Columbia State.....	D	Century, New York.....	M
Atlanta Constitution.....	D	Country Life in America, New York.....	M
Savannah Morning News.....	D	Harper's Weekly, New York.....	W
Dallas Morning News.....	D	Harper's Bazaar, New York.....	M
Galveston News.....	D	Harper's Monthly, New York.....	M
Montgomery Advertiser.....	D		
Lewiston (Me.) Evening Journal.....	D	THE 1905 catalogue of the books pub- lished by Thomas Y. Crowell & Co., New York, is a handsome, convenient brochure of fifty pages, each page be- ing devoted to one book or set of books. Brief, sensible descriptions take the place of the rhapsodic stuff that so often finds its way into book catalogues.	
Lewiston (Me.) Journal.....	W		
Norfolk (Va.) Landmark.....	D	WHEN a man knows what he buys, and what he buys it for, he is satisfied with his purchase. You can sometimes arouse a man to the buying point, and he blindly makes the purchase without knowing why—but he is afraid of you afterwards and stays away.— <i>Agricultural Advertising.</i>	
Portland Oregonian.....	D		
Petersburg (Va.) Index-Appeal.....	D	WATER is a good thing for a man's stomach and it's good for the roots of growing plants—but it's a bad thing in advertising construction. You've got to feed solids to the printed page if you want people to know "where you are at."— <i>Agricultural Advertising.</i>	
Petersburg (Va.) Index-Appeal.....	W		
Halifax (N. S.) Herald.....	D	EVERY time a button drops off it puts more responsibility upon the others. And advertisements are the buttons that hold up a man's business.— <i>Agri- cultural Advertising.</i>	
London (Ont.) Free Press.....	D		
Toronto (Ont.) Globe.....	D		

CLASS JOURNALS.

Commercial Bulletin, Boston.....	W
Manufacturers' Record, Baltimore.....	W
Tradesman, Chattanooga.....	S-M
Railroad Gazette, New York.....	W
Engineering and Min. Jour., New York.....	W
Engineering Magazine, New York.....	M
Engineering News, New York.....	W



Sincerely yours,

MR. F. W. AYER, HEAD OF THE GREAT ADVERTISING AGENCY OF N. W. AYER
& SON, OF PHILADELPHIA.

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (X).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. Actual average, first 5 mos. 1905, 1,052.

Birmingham, Ledger, dy. Average for 1904, 19,551. Best advertising medium in Alabama.

ARIZONA.

Phoenix, Republican. Daily average for 1904, 6,559. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. Actual average for 1904, 5,376. Actual average for October, November and December, 1904, 5,646.

CALIFORNIA.

Fresno, Evening Democrat. Average April, 5,195. Williams & Lawrence, N. Y. & Chicago.

Mountain View, Sign of the Times. Actual weekly average for 1904, 27,105.

Oakland, Herald, daily. Average for 1904, 7,553. Nov. 5,500. E. Katz, Spec. Agt., N. Y.

Oakland, Tribune, evening. Average for nine months ending Sept. 30, 1905, daily 13,447.

San Francisco, Call, dy and S'y. J. D. Spreckels. Actual daily average for year ending August, 1905, 62,617; Su. day, 88,941.

San Francisco, Sunset Magazine, monthly, literary, two hundred and eight pages, 513. Circulation: 1904, 48,916; 11 months 1905, 59,545. Home Offices, 431 California Street.

San Jose, Morning Mercury and Evening Herald. Average 1904, 10,575.

San Jose, The Raven, "The Californian Monthly," 1904, 10,000.

San Jose, Town and Country Journal, mo. W. G. Bohannon Co. Average 1904, 9,125. May, June and July, 1905, 20,000.

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. Actual average for 1904, 10,926.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for Oct., 1905, dy. 46,112. Sy. 59,939.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Pueblo, The Pueblo Chieftain. Average circulation for year ending August, 1905, 16,319. Reaches all Southern and Western Colorado many hours before the Denver newspapers.

CONNECTICUT.

Ansonia, Sentinel, dy. Aver. for 1904, 4,985. 1st 6 months '05 5,111. E. Katz, Spec. Agt., N. Y.

Bridgeport, Evening Post. Sworn daily av. to Oct. 1, 1905, 11,001. E. Katz, Spec. Agt., N. Y.

Bridgeport, Standard. Sworn av. to May, 1905, 6,306. La Crosse & Maxwell, Spec., N. Y.

Bridgeport, Telegram-Union. Sworn daily av. to Oct. 1, 1905, 10,125. E. Katz, Spec. Agt., N. Y.

Meriden, Journal, evening. Actual average for 1904, 7,649.

Meriden, Morning Record and Republican. daily average for 1904, 7,559.

New Haven, Evening Register, daily. Actual av. for 1904, 12,618; Sunday, 11,107.

New Haven, Palladium, dy. Aver. 1904, 7,857. First 6 mos. '05, over 8,000. E. Katz, Sp. Agt., N. Y.

New Haven, Union. Av. 1904, 16,076. First six mos. '05, 16,187. E. Katz, Spec. Agt., N. Y.

New London, Day, eve. Aver. '04, 5,855. 1st 6 mos. '05, 6,090. E. Katz, Spec. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending Dec. 1904, 5,217. April, etc., as certified by Am'n. Adv'rs. all returns deducted, 3,869.

Norwich, Bulletin, morning. Average for 1905, 4,953; for 1904, 5,550; Nov., 5,422.



Waterbury. Republican. *dy.* *Aver.* for 1904, 5,770. *La Cote & Maxwell Spec. Agents, N. Y.*

DELAWARE.

Wilmington. Every Evening. *Average guaranteed circulation for 1904, 11,400.*

Wilmington. Morning News. *Only morning paper in State. Thres mos. end, Dec., 1904, 10,074.*

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. *Daily average for 1904, 25,502 (©).*

FLORIDA.

Jacksonville. Metropolis. *dy.* *Av.* 1904, 8,760. *First six mos. '05, 9,028. E. Katz, Sp. Ag., N. Y.*

GEORGIA.

Atlanta. Constitution. *D'y av.* '04, 38,882; *W'y* 107,925. *Aug.* '05, *d'y* 40,723; *S'y* 50,102.

Atlanta. Journal. *dy.* *Av.* 1904, 43,655. *Oct. 1905, 46,906. S'y 49,253. Semi-weekly 55,958.*

Atlanta. News. *Actual daily average 1904, 24,230. S. C. Beckwith, Sp. Ag., N. Y. & Chi.*

Atlanta. The Southern Ruralist. *Sworn over age first six months 1905, 52,855 copies monthly.*

Augusta. Chronicle. *Only morning paper. 1904 average, daily 5,661; Sunday 7,450.*

Nashville. Herald. *Average for March, April and May, 1,875. Richest county in So. Georgia.*

ILLINOIS.

Calne. Citizen. *Daily Average 1904, 1,196. weekly, 1,125.*

Champaign. News. *September, 1905, no issue of daily less than 2,970; daily and weekly, 6,100.*

Chicago. Bakers' Helper. *monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©).*

Chicago. Breeders' Gazette. *weekly, 42.00. Average circulation 1905, to Oct. 1st, 66,425.*

Chicago. Farmers' Voice and National Rural. *Actual aver., 1904, 25,052. Sept., 1905, 40,000.*

Chicago. Gregg Writer. *monthly. Shorthand and Typewriting. Actual average 1904, 15,750.*

Chicago. Inland Printer. *Actual average circulation for 1904, 18,812 (©).*

Chicago. Orange Judd Farmer. *Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed 85,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.*

Chicago. Record-Herald. *Average 1904, daily 145,761. Sunday 199,400. Average first four mos. 1905, daily 148,928, Sunday 205,501.*

★ The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully contravenes its accuracy.

Chicago. System. *monthly. The System Co. pub. Eastern office 1 Madison Ave., N. Y. Av. for year end, Feb. 1905, 23,750. Issue for Sept. 1905, 50,500.*

Keweenaw. Star-Courier. *Av. for 1904, daily 2,290, *sz.* 1,275. Daily, 1st 3 mos. '05, 3,502.*

Peoria. Evening Journal, daily and Sunday. *Sworn daily average for 1904, 15,525.*

Peoria. Star. *evenings and Sunday morning. Actual average for 1904, *d'y* 21,528, *S'y* 9,957.*

INDIANA.

Evansville. Journal-News. *Av. for 1904, 14,050. Sundays over 15,000. E. Katz, S. A., N. Y.*

Marion. Leader. *daily. W. R. Westlake, pub. Actual average for year 1904, 5,635.*

Muncie. Star. *Average net sales 1904 (all returns and unsold copies deducted), 28,751.*

Notre Dame. The Ave Maria. *Catholic weekly. Actual net average for 1904, 2,816.*

Richmond. Sun-Telegram. *Sworn av. 1904, *dy.* 2,761.*

South Bend. Tribune. *Sworn daily average, 1904, 6,559. Sworn aver. for Oct., '05, 7,516.*

INDIAN TERRITORY.

Ardmore. Ardmoreite, *daily and weekly. Average for 1904, *dy.* 2,065; *sz.* 2,291.*

IOWA.

Davenport. Democrat and Leader. *Largest year city circ'n. Sworn aver. Oct., 1905, 8,002.*

Davenport. Times. *Daily aver. Oct., 10,685. Circulation in City or total guaranteed greater than any other paper or no pay for space.*

Des Moines. Capital. *daily. Lafayette Young, publisher. Actual average sold 1904, 56,855. Present circulation over 59,000.*

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Keokuk. Gate City. *Daily av. 1904, 2,145; daily six months, 1905, 2,295.*

Muscatine. Journal. *Daily av. 1904, 5,210, tri-weekly 5,059, daily, March, 1905, 5,452.*

Sioux City. Journal. *daily. Average for 1904, sworn, 21,784. Av. for Sept., 1905, 25,955. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.*

Sioux City. Tribune. *Evening. Net sworn daily average 1904, 20,678; Sept., 1905, 24,461. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.*

KANSAS.

Hutchinson. News. *Daily 1904, 2,064. First six mos. '05, 2,396. E. Katz, Sp. Agent, N. Y.*

KENTUCKY.

Harrodsburg. Democrat. *Best Bluegrass families at 3c. per 1,000. Proven av. circ., 2,562.*

Lexington. Leader. *Av. '04, *evg.* 4,041. Sun. 5,597. Aug. '05, *evg.* 4,549. E. Katz, Spec. Agt.*

Louisville. Times. *Daily average year ending June 30, 1905, 26,025 (3c). Beckwith Agency, Rep.*

Owensboro. Messenger, *dy.* and twice-a-week. *Av. 3 mos. end. Sept. 30, '05, *dy.* 2,482; twice-a-week, 4,292.*

Paducah. Journal of Labor, why? *Accepts only the best class of advertising and brings results from the best class of wage-workers.*

Paducah. The Sun. *Average for April, 1905, 2,626.*

LOUISIANA.

New Orleans. Item. *official Journal of the city. Av. cir. first eight months 1905, 22,095.*

MAINE.

Augusta. Comfort. *mo. W. H. Gannett, pub. Actual average for 1904, 1,269, 541.*

Augusta. Kennebec Journal. *dy. and *wy.* Average daily, 1904, 6,544. weekly, 2,486.*

Bangor. Commercial. *Average for 1904, daily 8,991. weekly 28,857.*

Dover. Piscataquis Observer. *Actual weekly average 1904, 1,918.*

Lewiston. Evening Journal, *daily. Aver. for 1904, 7,524 (©), weekly 17,450 (©).*



Phillips, Maine Woods and Woodsman, weekly.
J. W. Brackett Co. Average for 1904, 3,180.

Portland, Evening Express. Average for 1904,
daily 12,166. Sunday Telegram, 8,476.

MARYLAND.

Baltimore, American, d'y. Aver. to June 30, '05,
64,063. Sun., 68,518. No return privilege.



Baltimore, News, daily. Evening
News Publishing Company.
Average 1904, 53,784. For
October, 1905, 59,810.
The absolute correctness of the
latest circulation rating accorded
the NEWS is guaranteed by the
publishers of Rowell's American
Newspaper Directory, who will pay one hundred
dollars to the first person who successfully con-
troverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©©). Boston's
sea table paper. Largest amount of week day adv.

Boston, Globe, Aver. to Oct. 1, 1905, daily, 195,-
619. Sunday, 591,425. "Largest Circulation
Daily of any two cent paper in the United States.
100,000 more circulation than any other Sunday
paper in New England." Advertisements go in
morning and afternoon editions for one price.

★ The absolute correctness of the latest
circulation rating accorded
the Boston Globe is guaran-
teed by the publishers of
the American Newspaper
Directory, who will pay one
hundred dollars to the first
person who successfully controverts its
accuracy.



Boston, Post. Average Oct., 1905, daily
236,215; 1904, 219,731. Boston Sunday Post
average Oct., 1905, 196,530; 1904, 179,263.
Largest daily circulation for 1905 in all New
England, whether morning or evening, or morn-
ing and evening editions combined. Second
largest Sunday circulation in New England.
Daily rate, 5 cents per agate line. Flat run-of-
paper; Sunday rate, 10 cents per line. The best
advertising propositions in New England.

Fall River, News. Largest circ'n. Daily av. '04,
6,955. Robt. Toms. Rep., 116 Nassau St., N.Y.

Salem, News. Daily circulation, 17,500.
Only paper in district.

Springfield, Farm and Home, National Agri-
cultural semi-monthly. Total paid circulation,
573,564. Distributed at 59,164 postoffices.
Eastern and Western editions. All advertise-
ments guaranteed.

Springfield, New England Homestead. Only
important agricultural weekly in New England.
Paid circulation, 40,000. Reaches every post-
office in Mass., R. I. and Conn., and all in Ver-
mont, New Hampshire and Maine, except a few in
the woods. All advertisements guaranteed.

Springfield, Good Housekeeping, mo. Aver-
age first 7 mos., 209,430. No issue less
than 200,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester
Post Co. Average for 1904, 12,617.

Worcester, Opinion Publica, daily (© ©).
Paid average for 1904, 4,752.

MICHIGAN.

Grand Rapids, Herald. Average daily issue
last 22 months of 1904, 28,461. Only morning
and only Sunday paper in its field. Grand Rapids
(pop. 100,000) and Western Michigan (pop. 750,000).

Grand Rapids, Evening Press, d'y. Average
1904, 44,807. Average 6 mos., 1905, 46,087.

Jackson, Patriot, morning. Actual daily av-
erage for 1904, 3,158. Ad. Sept., 1905, 3,557.

Kalamazoo, Evening Telegraph. First 6 mos.
1905, dy. 10,125. June 10, 17,430. v. 9,682.

Kalamazoo, Gazette, d'y. 6 mo. each Sept.,
'04, 11,003; Oct., 12,003. Larg. cir. by 4,500.

LARGEST PRESS IN THE WORLD

NOW BEING BUILT FOR

The Boston Post

"WE NEED IT IN OUR BUSINESS."

Copy of Letter from R. Hoe & Co., the
Great Press Manufacturers.

R. HOE & CO.

PRINTING PRESS, MACHINE AND SAW
MANUFACTURERS,

GRAND, SHERIFF, BROOME, COLUMBIA STS.

OFFICE, 804-820 GRAND ST.,
NEW YORK.

NEW YORK, October 2d, 1905.

Mr. E. A. GROZIER, Editor and Publisher,
The Boston Post, Boston, Mass.

Dear Sir: The printing press now under
construction in our shops for The Boston
Post is the LARGEST in the WORLD.
It is also the most expensive printing
press made up to the present time.

No other newspaper in this country, or
abroad, possesses a machine with so
many printing cylinders, or capable of
so many combinations in black and color
printing. There will be nothing else in
the world like it.

The new Boston Post press will weigh
150 tons. It will be comprised of not less
than 12,000 pieces of metal. It will do
work of the finest character, at the
highest rate of speed.

We congratulate The Boston Post on
its enterprise in ordering such a ma-
chine, making a new record in the devel-
opment of printing mechanism.

Very truly yours,

R. HOE & CO.

BANNER OCTOBER

OF THE

Boston Post

Daily Average Sunday Average
October, 1905 October, 1905

236,215 196,530

SIX OCTOBERS

Boston Boston
DAILY POST SUNDAY POST

1900-153,055 1900-118,749

1901-177,773 1901-125,250

1902-184,510 1902-126,450

1903-172,006 1903-185,304

1904-219,721 1904-179,263

1905- 1905-

236,215 196,530

Saginaw. Courier-Herald, daily, Sunday. Average 1904, 19,255; October, 1905, 15,464.
Saginaw. Evening News, daily. Average for 1904, 14,516; October, 1905, 17,858.
Sault Ste. Marie. Evening News, daily. Average, 1904, 4,312. Only daily in the two Soos.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1904, 73,730. Actual average first six months 1905, 76,232.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, daily. Journal Printing Co. Aver. for 1905, 57,039; 1904, 64,533; first 10 mos. 1905, 67,428. Oct., 1905, 67,847.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. Svenska Amerikanska Posten. Ewan J. Turnblad, pub. 1904, 63,065.

Minneapolis. Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Daily average for 6 mos. to Oct. 1, 1905, 99,478. Sunday, 75,925.

CIRCULATION The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily. The Tribune is the recognized paper direct- Want Ad paper of Minneapolis.

St. Paul. The Farmer, s.m. Rate, 3c. per line, with discounts. Circulation for six months ending November, 1905, 90,417.

St. Paul. Volkzeitung. Actual average 1904, dy. 12,685; 1905, 25,657. Sonntagsblatt 25,640.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. d'y circ., y'r end'y Jan., 1906, 2,175. Pop. 14,000, and growing.

MISSOURI.

Clinton. Republican. W'y'r. last 6 mos. 1901, 2,540. D'y. est. Apr., '04; av. last 6 mos. '04, 300.

Kansas City. Journal, d'y and w'y. Average for 1904, daily 64,114; weekly 199,290.

Joplin. Globe, daily. Average 1904, 12,046. Oct., 9, 12,874. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Ciro. set 6 mos. 1905, 25,525. Smith & Thompson, Est. Rep.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,050 (©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1905, 68,583; averages for 1903, 106,625; average for 1904, 104,750.

MONTANA.

Butte. Inter-Mountain. Sworn average daily circulation 1904, 13,678. Beckwith Sp. Agency.

NEBRASKA.

Lincoln. Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,229. For March, 1905, 16,362. Only Nebraska paper that has the Guaranteed Star.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average year ending January, 1905, 146,567.

Lincoln. Freie Presse, weekly. Actual average for year ending January, 1905, 149,251.

Lincoln. Journal and News. Daily average, 1904, 26,388; February, 1905, average, 28,055.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in City Sworn aver. for Sept. and Oct., 1905, 4,204.

NEW JERSEY.

Elizabeth. Journal. Av. 1904, 5,522; first 6 mos. 1905, 6,513; 3 mos. to Aug. 1, 6,604.

Jersey City. Evening Journal. Average for 1904, 21,106. First 6 mos. 1905, 22,555.

Newark. Evening News. Evening News Pub. Co. Average for October, 1905, 60,694.

NEW YORK.

Albany. Evening Journal. Daily average for 1904, 18,225. It's the leading paper.

Albany. Times-Union, every evening. Est. 1856. Av. for '04, 50,487; Jan. Feb., '05, 53,594.

Binghamton. Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,259 (3).

Buffalo. Courier, morn. Av. 1904, Sunday 79,822; daily 50,940; Enquirer, even., 32,702.

Buffalo. Evening News. Daily average 1904, 38,457; at six months, 1905, 36,291.

Catkill. Recorder, weekly. Harry Hall, editor. Av. yr. end'y Oct. '05, 2,753; Oct., 3,000.

Corning. Leader, evening. Average, 1904, 6,238. First quarter 1905, 6,425.

Cortland. Democrat, Fridays. Est. 1840. Aver. 1904, 3,295. Only Dem. paper in county.

Glens Falls. Morning Star. Average circulation, 1904, daily 2,292.

Hornellsville. Morning Times. Average 4,188 for year ending July, 1905; 29 E. F. D.'s.

Mount Vernon. Daily Argus. Average 1904, 2,912. Westchester County's leading paper.

Newburgh. News daily. Av. 3 mos., '05, 5,129, 3,000 more than all other Newburgh papers combined.

New York City.

American Magazine (Leslie's Monthly), Present aver. circulation, 256,108.

New York. American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 85,468 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST's subscribers in New York include every postoffice in the State. In New Jersey it goes to 77% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 85%, and to 20% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

Army & Navy Journal. Est. 1883. Actual weekly average for 33 issues, 1905, 9,571 (©). Only Military paper awarded "Gold Star."

Washington, D. C., Army and Navy Register. Illustrated weekly. Established 1876. Average net paid circulation first 30 weeks 1905, 8,588.

Bakers Review monthly. W. R. Gregory Co. publishers. Actual average for 1904, 4,900.

Benziger's magazine, family monthly. Benziger Brothers, Average for 1904, 57,025, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1904, 25,662 (©).

Gaelic American, weekly. Actual average for 1904, 8,179; for 22 weeks in 1905, 23,150.

Haberdasher, mo. est. 1881. Actual average for 1904, 7,000. Binders affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (©).

D. T. MALLETT, Pub., 23 Broadway.

Leslie's Weekly. Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 55,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 5,599.

Pocket List of Railroad Officials, city. Railroad & Transp. Av. 1903, 17,992; 1904, 19,547.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for eleven months ending June 28, **15,769** copies.

The People's Home Jour. al. 525, 166 monthly. Good literature. 452,523 monthly, average circulation for 1903—all in paid-in-advance subscribers. F. M. Lupton, publisher.

The Wall Street Journal. Dow, Jones & Co., pub. Daily average first 6 months, 1903, 12,916.

The World. Actual aver. for 1904, Morn., 202,855. Evening, 279,725. Sunday, 425,484.

The Tea and Coffee Trade Journal. Average circulation for year ending November, 1903, 5,576 (3); November, 1904, issue, 5,480 (3).

Rochester. Case and Comment, mo. Law. Av. for 1904, 50,000; 6 years' average, 50,108.

Schenectady, Gazette, daily. A. N. Decty. Actual average for 1903, 11,625. 1904, 12,574.

Syracuse. Evening Herald, daily. Herald Co. pub. Av. 1904, daily 55,448. Sunday 59,161.

Tiffin. National Electrical Contractor, mo. Average for 1904, 5,525.

Tiffin. Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,579.

NORTH CAROLINA.

Asheville. Citizen. Sworn daily average for 1904, 5,230; September, 1905, 5,578.

Charlotte. Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,145. Sunday, 8,408. Semi-weekly, 4,496.

OHIO.

Ashabula. American Sanomat. Finnish. Actual average for 1904, 10,956.

Cleveland. Plain Dealer. Est. 1811. Actual daily average 1904, 79,460; Sunday 68,198. Oct., 1905, 75,277 daily; Sunday, 78,088.

Dayton. Herald, evening. Circ., 1904, 12,980. Largest in Dayton, paid at full rates.

Youngstown. Vindicator. D'y av. '04, 12,020. LaCoste & Maxwell, N.Y. & Chicago.

Zanesville. Times-Recorder. Sworn av. 1st 6 mos., 1905, 10,427. Guard'd double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1904 aver. 8,104. Oct., '05, 11,538. E. Katz, Agent, N.Y.

OREGON.

Portland. Oregon Daily Journal. Actual average for Sept., 1904, 25,529.

PENNSYLVANIA.

Chester. Times, ev'g d'y. Average, 1904, 7,999. N. Y. office, 220 B'way. F. H. Northrup, Mgr.

Erie. Times, daily. Aver. for 1904, 14,957. October, 1905, 15,848. E. Katz, Sp. Ag., N. Y.

The circulation of

THE PHILADELPHIA BULLETIN

is larger than that of any newspaper published in the State of Pennsylvania.

NET DAILY AVERAGE FOR OCTOBER:

203,517 COPIES A DAY.

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia. Confectioners' Journal, mo. Av. 1904, 5,004; av. 1st 6 mos., 1905, 5,420 (60).

Philadelphia. German Daily Gazette. Average circulation 1st 6 mos., 1905, daily 50,996; Sunday 40,156; sworn statement. Cir. books open.

Philadelphia. The Press is a Gold Mark (60) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 115,244.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

OCTOBER CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of October, 1905:

1.....Sunday	17.....164,126
2.....170,888	18.....163,267
3.....170,890	19.....160,884
4.....175,168	20.....160,564
5.....170,610	21.....164,120
6.....176,145	22.....Sunday
7.....175,584	23.....168,446
8.....Sunday	24.....169,556
9.....190,071	25.....168,213
10.....184,139	26.....167,170
11.....167,016	27.....167,209
12.....179,529	28.....164,523
13.....173,389	29.....Sunday
14.....177,563	30.....167,663
15.....Sunday	31.....164,865
16.....167,090	

Total for 30 days, 4,338,481 copies.

NET AVERAGE FOR OCTOBER,

167,633 copies per day

BARTLEY H. WARBURTON, President.
PHILADELPHIA, November 6, 1905.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, 598,840. **Printers' Ink** awarded the seventh Sugar Bowl to Farm Journal with this inscription.



"Awarded June 25th, 1905, by 'Printers' Ink, 'The Little Schoolmaster' in the art of Advertising to the Farm Journal. After a canvassing of merit extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

Pittsburg, Labor World, w'y. Av. 1904, 22,618. Reaches best paid class of workmen in U. S.

THE PITTSBURG POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburg, has never made use of premiums or gift enterprises as circulation getter. It goes to the home of the buyer. The Western Pennsylvania field cannot be covered without the Post. Objectionable advertising is excluded from its columns. Circ., dy. 60,026, S. 71,256.



West Chester, Local News, daily. W. H. Hodgson. Average for 1904, 15,189 (3c). In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport, Grit, America's Greatest Weekly. Av. first 3 mos. 1905, 285,754. Smith & Thompson, Repts., New York and Chicago.

York, Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Newport, Daily News. A clean, enterprising newspaper, well covering its field in So. Rhode Island.

Pawtucket, Evening Times. Average for six months ending June 30th, 1905, 16,815.

Providence, Daily Journal, 17,890 (6c), Sunday, 29,486 (6c). Evening Bulletin, 27,256 average 1904. Providence Journal Co. pubs.

Westerly, Sun. Geo. H. Utter, pub. Av. 1904, 4,450. Largest circulation in So. Rhode Island.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. average for first eight months 1904, 4,265.



Columbia, State. Actual average for 1904, daily 8,164 copies (6c); semi-weekly, 2,251. Sunday 9,417 (6c). Act. over July to Oct. 23, '05, daily 10,076; Sunday 11,263.

SOUTH DAKOTA.

Aberdeen, Dakota Farmer, s-mo. Circulation year ending October, 1905, 25,525. Rate 50c.

TENNESSEE.



Knoxville Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,050 (3c). Weekly average 1904, 14,512.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Chattanooga, Weekly News, Clr. proven by P.-O. receipts, 60,000. Best ad medium in South.

Knoxville, Sentinel. Av. '04, 11,482. Led nearest competitor 11,000 in advertising. 64,4 days av. 7.

Memphis, Commercial Appeal, daily. Sunday, weekly. Average last 6 mos. 1905, daily 29,120. Sunday, 55,497. Weekly, 11,823. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville, Banner, daily. Av. for year 1905, 18,772; for 1904, 20,708. Average March, April, May, 21,287.

TEXAS.

Denton, Record and Chronicle, Daily av. 1904, 816. Weekly av. 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso, Herald. Av. '04, 4,211. May '05, 5,015. Merchants can view showed Herald in 90% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 180 Nassau St., N. Y.

Houston, Post. Most wants, most display, best results. No experiment in Houston Post ads.

San Angelo, Standard, weekly. Average for 1904, 2,965.

VERMONT.

Barre, Times, daily. P. F. Langley. Av. 1904 5,161, for six months, 1905, 5,563.

Burlington, Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,525; last mos., 7,024; last month, 7,247.

Burlington, Free Press. Daily av. '05, 5,566. 04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Montpelier, Argus, d'y. 1904 average, 2,068. Argus and Patriot, w'y., 1904 average, 3,256.

Rutland, Herald. Average 1904, 2,527. Average 3 months ending June 1, 1905, 4,181.

St. Albans, Messenger, daily. Actual average for 1904, 5,166.

VIRGINIA.

Norfolk, Dispatch. 1904, 9,400; 1905, June 11,542. July, 11,944. August, 12,071.

Norfolk, Landmark (6c). Leading home paper. Circ. genuine. No pads. Vandoren, Sp'l.

Richmond, News Leader, afternoons. Actual daily average 1904, 24,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

Richmond, Times-Dispatch, morning. Actual daily average year ending December, 1904, 24,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.



WASHINGTON.

Olympia, Recorder. Daily av. 1904, 2,249; weekly, 1,465. Only paper with tele. reports.

Tacoma, Ledger. Dy. av. 1904, 14,864; Sy., 18,475; w'y., 9,524. Av. 6 mos., ending June 30, 1905, Daily, 15,189. Sunday, 19,771.

Tacoma, News. Daily average 5 months ending May 31, 16,527. Saturday issue, 17,495.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,220.

Wheeling, News. Daily paid circ., 11,517 (3c). Sunday paid circ., 11,928 (3c). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Milwaukee, Evening Wisconsin, d'y. Av. 1904, 26,201; Oct., 1905, 26,201 (6c).

Milwaukee, Journal, daily. Journal Co. pub. Fr. and Oct., 1905, 39,252. Oct., 1904, 41,052.

Oshkosh, Northwestern, daily. Average for 1904, 7,221. First eight months 1905, 7,606.

Wisconsin Agriculturalist, Racine, Wis.
 Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1903, \$5,181; for 1904, \$7,254; for year ended July 31, 1905, \$8,192. N. Y. Office, Temple Court. W. C. Richardson, Mgr.



WYOMING.

Cheyenne, Tribune. Actual daily average net for first six months of 1905, 4,580.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1904, 7,436; Oct., '05, 8,624. H. DeClerque. U. S. Repr., Chicago and New York.

Victoria, Colonist, daily. Colonist P. & P. Co. Aver. for 1905, 2,695; for 1904, 4,556 (*).

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1904, daily, 25,698; weekly, 15,801. Daily, October, 1905, 51,550.

Winnipeg, Telegram, daily and weekly. Dy. av. 9 mos ending Sept., '05, 14,164. Oct., '05, 20,107. Saturday issue exceeds 21,500.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax, Herald (C) and Evening Mail. Circulation, 1904, 15,043. Flat rate. **True, News, daily, 8 pages; weekly, 16 pages.** Weekly, 1904, average, 6,019; now, 6,500.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto, The News. Sworn average daily circulation for June, 1905, 33,496. Advertising rate 35c. flat, ran of paper. The largest circulation of any evening paper published in Ontario.

Toronto, Ev. Telegram, D'y. av. 1904, \$1,884. Aug., '05, \$2,808. Perry Lukens, Jr., N.Y. Repr.

Toronto, Star, daily. Daily average first nine months 1905, 58,087.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1906. Actual aver. daily 1904, 25,850; weekly, 18,856.

Montreal, La Presse. La Presse Pub. Co. Ltd. publishes. Actual average 1904, daily 20,259; Av. Mar., '05, 25,826. Sat., 113,592.

Montreal, Star, dv. & wy. Graham & Co. Av. for '05, dy. 55,127, wy. 122,269. Av. for 1904, dy. 56,795, wy. 125,246.

Sherbrooke, Daily Record. Average first six months 1905, 5,820; October, 1905, 6,254.

The Roll of Honor is considered by those publishers who make regular use of it the most effective, cheapest and quickest means of setting circulation figures *to date* before the American advertisers. The Roll of Honor is a newspaper directory to date; it chronicles the facts of last month, last week—of yesterday.

There is no service like it to be had anywhere—based upon and backed by the rules and requirements of Rowell's American Newspaper Directory, its value to publisher and advertiser becomes of unusual importance.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,145 publications listed in the 1906 issue of *The American Newspaper Directory*, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the *Directory*, cost 20 cents per line per week, two lines (the small ad advertisement accepted) cost \$20.50 for a full year, 10 per cent discount, or \$15.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aug., 1905, Daily 40,728 (◎◎). Sunday 50,102, Weekly 107,925.

THE MORNING NEWS (◎◎). Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎). Greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston, is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

WORCESTER OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 11-15 E. 34th St., N. Y.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—The leading paper in the engineering world.—Herald, Syracuse, E. News prints more transient ads than all other technical papers: 1½ & 3c. a word. Try it.

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (◎◎).

D. T. MALLATT, Pub., 235 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

ELECTRICAL WORLD AND ENGINEER (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

THE NEW YORK TIMES (◎◎).—"All the news that's fit to print." Carries more high-class dry goods, financial, publishers', legal and instruction advertising than any other New York newspaper. Over 100,000 metropolitan circulation.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

"THE PHILADELPHIA PRESS" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 113,242.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. Over 110,000 more advertisements April 1 to Nov. 1, 1905, than same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,665, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

ARKANSAS.

THE Arkansas the Little Rock GAZETTE is dean of the Want ad field. Rate, 1c. a word.

COLORADO.

THE Denver POST, Sunday edition, Nov. 19, 1906, contained 4,911 different classified ads, a total of 119 3-10 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day; five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C., (©), carries DOUBLE the number of WANT Ads of any other paper. Rate 1c. a word.

ILLINOIS.

THE Champaign NEWS is the leading Want ad medium of Central Eastern Illinois.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Service, and that's why the DAILY NEWS is Chicago's "want-ad" directory.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE Indianapolis NEWS during the year 1904 printed 135,397 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

DURING the month of October, 1904, the Indianapolis STAR published 55,870 lines of classified advertising. In October, 1905, it published 83,314 lines, a gain of 27,444 lines. If STAR want ads did not pay, the report would have been different.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line; it is published six evenings a week, Saturday the big day.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Boston, Mass., carries 3000 page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

BOSTON GLOBE, daily and Sunday, first six months of 1906, printed a total of 217,465 classified ads, and there were no trades, deals or discounts. This was a gain of 3,859 "want" ads over the same period of 1904, and was 7,145 more than any other Boston paper carried during the first six months of 1906.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 15,500; 1c. word, 1/4c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over 40 per cent more Want ads during August, 1906, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1903, 57,639; 1904, 64,533; first 9 months 1905, 67,600; September, 68,945.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

THE ST. PAUL DISPATCH IS ALL YOU NEED in St. Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily circulation of the St. Paul DISPATCH for August, 1905, was 61,932. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The August want advertising shows an average daily increase of 708 lines over same month in 1904. Seven telephone trunk lines assist in receiving this classified business.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1934), 11,339; Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 27,000. Cent a word.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 15,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE Post-Express is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS, with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in this city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD. Circ. Sept. '05, 6,515. Examination by A. A. A. June '06. Biggest Daily in N. D. La Cote & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, i. e. per word. Largest circulation.

THE Mansfield News publishes daily more Want ads than any other 20,000 population newspaper; 20 words or less 3 consecutive times or less, 15c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,358. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper.

WILKES-BARRE LEADER, best business getter in the prosperous anthracite coal regions. Largest afternoon circulation.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN?

Want Ads in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**."

Net paid daily average circulation for October: 303,517 copies per day.
(See Roll of Honor column.)

60,000 Homes of Prosperous Germans

In Philadelphia are reached daily by the **GERMAN DAILY GAZETTE**.
Sworn circulation 49,083 copies per day.
Rates on application.

SOUTH CAROLINA.

THE Columbia STATE (C) carries more Want ads than any other S. C. newspaper.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (\$2.75 over 1 year); and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words, no display.

CANADA.

THE Halifax HERALD (C) and the **Mail**—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

SOME advertisers make the most extravagant claims, not in the hope of being believed, but because they expect that the public's discount of their statements will still leave room for the belief, that there must be something doing at the store, or they wouldn't "holler" so loud.—*Rhode Island Advertiser.*

A Special Subsc

The annual subscription price to PRINTERS' *Dollars* for one year, *One Dollar* for six months,

Following a custom of some years past the ing special subscription terms during the month of

Anyone sending within the time specified the paid subscriptions to PRINTERS' INK will be considered master. The canvasser may retain 50 per cent commission. Present subscribers may extend their subscription. They are also entitled to the commission mentioned, for at least three years.

Under the above arrangement, three dollar annual subscriptions or six semi-annual subscriptions secures four annual or eight semi-annual subscriptions.

This offer means a saving of one-half the yearly cost of value to all who are interested in reading PRINTERS' INK. Particular value to publishers and wholesale houses. It brings PRINTERS' INK into the hands of local advertisers and into

This SPECIAL OFFER

10 SPRUCE ST., NEW YORK CITY,
November 29, 1905.

THE PRINTERS' INK

Subscription Offer

PRINTERS' INK, a Journal for Advertisers, is *Two*
 months, payable in advance.

the Little Schoolmaster makes the follow-
 ing month of December, 1905 :

specified three annual, or three semi-annual, pre-
 sented be considered a canvasser for the Little School-
 master percent commission on all subscriptions secured.
 subscriptions under the above proposition, and
 mentioned, provided they extend their subscrip-

three dollars sent at one time will secure three
 annual subscriptions. Four dollars sent at one time
 will secure four annual subscriptions, and so on.

half the yearly subscription price, and ought to be
 reading PRINTERS' INK. It ought to be of par-
 ticular interest to those which should like to put PRINTERS'
 ink into the hands of retail merchants.

Expires on December 31, 1905.

THE PRINTERS' INK PUBLISHING CO.

CHARLES J. ZINGG, Manager.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3: 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded. (On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.)

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG.

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. SEARS, 50-52 Ludgate HILL, E.C.

NEW YORK, NOV. 29, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

THE S. C. Beckwith Special Agency, Tribune Buildings, New York and Chicago, is the sole foreign representative of the Saginaw, Mich., *Courier-Herald*.

TO DEVELOP THE SOUTH.

A new monthly journal called the *Southern Investor* has been started at 156 Fifth avenue, New York, by David Robinson, editor and publisher. Its objects is to inform investors about the Southern States, and it deals with the crops and industries of that section, giving a share of attention to immigration.

SOME of the short editorials that appear in *West Side Young Men*, the Y. M. C. A. monthly of the 57th street branch, New York City, have been reprinted in a handsome book under the title "Blazed Trails" by the editor of that journal, Frank Andrews Fall.

Boston has a Newspaper Discussion Club connected with the Y. M. C. A. At the noon meetings of the railroad branch a subject for discussion is taken from the current newspapers, the object of the club being to attract live men interested in things that happened to-day.

PASSING THE MILLION MARK.

Before December 1 or sooner the New York *World* will publish its millionth want ad this year. The person who presents this advertisement is to be given a bonus of \$50, and the ad itself will be printed in a heavy border. Prizes of \$5 each will be given to classified ads numbered from 999,990 to 999,999.

I TAKE considerable pleasure in sending my check for \$5 for a four years' subscription. I embrace this opportunity of expressing my appreciation of PRINTERS' INK, and I feel that you are entitled to every possible co-operation from the fraternity in your work of giving us so valuable and helpful a publication.—Richard S. Wood, 156 Fifth Avenue, New York, Nov. 14, 1905.

"PROTECTION for the Insuree" is a booklet from the Alfred M. Best Co., 90 William street, New York, describing this concern's methods of furnishing policy holders in life, fire and other companies full information as to their soundness. The company publishes an annual volume entitled "Best's Insurance Reports" giving detailed statistics of about 1,000 companies that operate in this country.

THE Lord Advertising Agency of Scranton, Pa., and New York, will move the Scranton office to New York about Dec. 1st. This agency was started by Geo. Frank Lord on Dec. 29, 1903. Mr. Lord was formerly advertising manager of the International Correspondence Schools at Scranton.

OHIO WILL TAX ALCOHOLIC MEDICINES.

After January 1 a list of malt whiskeys which have been advertised and sold heretofore as medicines will be treated by the Ohio Food Commissioner as whiskeys, and retailers selling them must pay the liquor tax.

ADVERTISING PLUM PUDDING.

A campaign in Philadelphia dailies has been begun for canned English plum pudding, which is boiled two hours in the can by the purchaser and then opened for serving. A feature of the ads, which are prepared by the Foley agency, that city, is the recipe which Atmore & Son, the makers, follow in preparing this article for market.

TRUST-BUSTING PUBLICITY.

Display advertisements appearing in New York dailies and elsewhere, inserted by the Anti-Liquor Trust Publicity League, which gives its address as Lock Box 1481, St. Louis, are an exposure of what is termed the "whiskey trust." The advertisements allege that the trust has leased quarters for a period of ten years at Washington, that it has advanced the price of raw spirits and alcohol, has antagonized independent distillers, blenders, wholesale dealers and retailers, etc., and has in other ways misbehaved. The Anti-Liquor Trust Publicity League has material for a book exposing the whiskey trust, and promises to publish it if replies to its advertising indicate sufficient interest on the part of the people.

CONVENTION NUMBER.

The issue of *Hardware*, New York, for November 10 is a special number of 130 pages, giving a full illustrated report of the eleventh annual convention of the National Hardware Association, which was held in Washington, November 8-10, as well as of the American Hardware Manufacturers' Association.

USING MORE SPACE.

F. H. Lovejoy, late advertising manager of Lucas & Co., the Philadelphia paint-house, has taken charge of the publicity of A. C. Yates & Co., clothiers, of that city. The Yates advertising has heretofore been confined to one paper, the *Bulletin*, but the *Record* and *North American* are now being used in addition. Copy has been fifty lines across two columns, but will hereafter be much larger, running as high as 600 lines.

MATERIAL FOR LIFE INSURANCE ADVERTISING.

A series of documents called "Monday letters," setting forth vital statistics about life insurance, has been compiled by Edwin S. Jewell, counselor and statistician, First National Bank Building, Chicago. There are eight of these letters, and while, superficially, they look dry and formidable, a chain of interest is soon picked up by the recipient. Their object is to show how thirty-two representative companies scattered over the United States are serving their policy holders. Diagrams indicate how each company is managed in various departments, either ably or the reverse, and show how much each earns for its policy holders in the way of surplus. This matter is not intended to advertise any particular company, but simply to set insurance truths before the public and help in the problem of buying insurance. But some of the smaller companies dealt with could turn it to good account, and it would be effective matter to send out in a local agent's territory.

THE London *World* has been sold to Sir Alfred Harmsworth, who now owns four daily newspapers in the British metropolis. The other three are the *Daily Mail*, *Daily Mirror* and *Evening News*.

MR. JOSEPH GRAY KITCHELL, President of the George Ethridge Company, has been elected a director of the International Advertising Association for the term of three years, and appointed a committeeman on the Census of Advertising and Improvement of Consular Reports.

PUBLICITY FOR DIXIE-LAND.

The governors of thirteen Southern States have issued a call for a conference on advertising, while two other States—Alabama and Arkansas—are to be represented by their commercial organizations. According to the *Wall Street Summary*, ways and means of advertising the South are to be discussed, particularly with reference to emigration advertising. Not only foreigners are to be canvassed, but also Western and Northern farmers in search of a more agreeable climate.

LAWS THAT BEAR ON MEDICINES.

Indiana has a new law, according to the *Journal of the American Medical Association*, providing heavy fine or imprisonment for anyone prescribing a medicine that is secret, and which subsequently endangers the life of the person for whom it was prescribed. If enforced, this statute will check the sale of secret remedies. Minnesota recently passed a law that prohibits careless sampling in that State. No person, directly or through an agent, may scatter, distribute or give away samples of any medicine, drugs or medicinal compounds, salve or liniment, unless the same is delivered into the hands of an adult, or mailed to such person through the postoffice.

WHEN you get a "special figure" or "cut rate" on advertising space, it is safe to assume that some competitor in your business is getting still more favorable terms. The only safe rule is to deal where the same rate is charged to everybody for the same service.—*Washington Star*.

THE designs for the fall and winter advertising of Twenty Mule Team Borax are being prepared by the George Ethridge Company with accompanying copy, which is written by Mr. Joseph Hamlin Phinney, the advertising manager of the Pacific Coast Borax Company. This advertising, both as to copy and designs, is on novel and original lines.

A SERIES of sixteen large newspaper ads for Red Rose Tea, now running in Canadian dailies and weeklies shows that McConnell & Ferguson, the London (Ont.) advertising agents who designed them believe in "reason why" methods, even to the underscored words. A consistent line of argument has been developed for Ceylon Tea, and much is said about growth, blending, flavor, strength, uniformity, cleanliness, etc. Red Rose Tea is packed by T. H. Estabrooks, St. John, N. B.

AN interesting example of the preparation of long distance advertising is that of G. W. Hean of New Zealand, a manufacturer of toilet articles. Mr. Hean uses a large amount of advertising matter, principally newspaper advertising, and placed his order with the George Ethridge Company of this city for a specified number of advertisements of various sizes, dealing with various topics. It takes weeks to reach New Zealand by mail and get a reply, and as Mr. Hean was in a hurry and felt confident that he would be taken care of satisfactorily he gave the Ethridge Company "carte blanche" to go ahead—he did not see copy, sketches, drawings or anything else until the finished electrotypes were in his possession.

Mr. JOHN T. TOLER, who was so successful in building up the St. Louis *Star* weekly circulation, is now circulation manager of the Memphis *Neus-Scimitar*.

How the dining car is advertised on the Lackawanna—Phoebe Snow's railroad—is described in a recent number of the *Railroad Gazette*. "The first intimation that comes to the hungry traveler of the provision that has been made for his comfort is the appearance of a waiter properly attired in white coat and apron carrying under his arm a lot of large pasteboard signs, one of which he hangs up on a nail at the forward end of each car. It bears the following legend:

Meals now being served in dining car
attached to this train.
Order what you want.
Pay for what you order.

Lest the passenger has been sleeping, reading or admiring the view during this performance the waiter soon returns, announces the meal in the usual way and also hands to each passenger a copy of the day's menu neatly printed on a sheet of paper."

THE SEVENTH GREAT AMERICAN INDUSTRY.

An interesting paper on printing and publishing, by W. S. Rossiter, a census expert, appears in *Ad Sense* for November. At the last United States census the value of products of American manufacturers footed up thirteen billions of dollars. One quarter of this aggregate is represented by seven leading industries, of which printing and publishing is last. The seven are:

1. Iron and steel.
2. Slaughtering.
3. Foundries.
4. Lumber.
5. Flour.
6. Men's clothing.
7. Printing and publishing.

Printing and publishing comes into this group for the first time, having passed, in succession, cotton goods and carpentry. This newcomer among our industrial giants carries with it, of course, advertising. The total gross product of the printing and pub-

lishing industry in 1900 was \$347,055,000, of which \$121,799,000 represents book and job printing, \$2,272,000 the value of the products of the printing of music, and \$222,983,000 the gross receipts of newspapers and periodicals. The receipts of newspapers and periodicals are divided as follows:

Advertising.....	\$95,861,127
Subscriptions and sales	79,928,483
Books and pamphlets.....	18,407,528
Music.....	544,802
Job printing.....	22,793,322
Book-binding.....	2,067,450
Blank books.....	554,557
Electrotyping, engraving.....	491,567
All other.....	2,334,733

The advertising receipts of New York State during 1900 were over \$25,000,000, those of Pennsylvania nearly \$11,000,000, Illinois nearly \$10,000,000 and Massachusetts nearly \$7,000,000. In the twenty years from 1880 to 1900 there was an increase in advertising in every State of the Union of forty per cent or more, excepting only the four States of Mississippi, Louisiana, Delaware and South Carolina. In these, rather strangely, advertising has remained nearly stationary. Mr. Rossiter gives the total expenditure for advertising in 1900 at \$100,000,000, and believes that the census of manufactures which is to be compiled this year will show that for 1905 it is fully \$125,000,000.



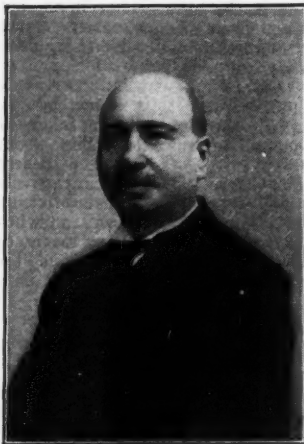
DECEMBER COVER.

LINDSAY DENNISON, for nine years a member of the editorial staff of the *New York Sun*, has become associate editor of *Everybody's Magazine*.

CHRISTMAS GIFTS TO GO ABROAD.

George R. Meeker & Co., 97 Warren street, New York, use high-class mediums at this season to advertise boxes of American oranges and barrels of American apples for shipment as Christmas gifts to friends abroad. This plan might be excellent for adaption to home Christmas trade.

THIRTY-FIVE YEARS.



In his remarks at the notable banquet given in his honor, on the evening of October 31st, Mr. Geo. P. Rowell mentioned by name a number of persons present, who had at various times been in his employ: First on the list being Mr. E. D. Wayre, at present bookkeeper for the Printers' Ink Publishing Company, who entered Mr. Rowell's service in the year 1871, very nearly thirty-five years ago; and who, during the whole time, had never been known to make a mistake, which caused his employer the loss of a single dollar.

POINTS IN TRADE JOURNAL TYPOGRAPHY.

An address on trade journal advertising was delivered before the Space Club, Chicago, recently by R. R. Shuman, of the trade journal advertising agency of Shuman & Miller, Manhattan Building, that city. The speaker laid emphasis on the following points of display in trade journal advertising, illustrating his remarks with ads thrown on a screen:

1. The effort of the compositor to fill every pica of space inside the limits of the advertisement: If but little copy is furnished he will use big capital letters and spread them out, so as to give his customer his money's worth, where the use of but little display or no display at all, completely surrounded by a broad margin of white space would give the advertisement an emphasis impossible with big type.
2. Use of too many capital letters: A word set in caps is not nearly as legible as the same word in lower case. It is an effort for the eye to follow a number of consecutive lines of capitals, particularly when the lines are long and close together.
3. Mistaken generosity on the part of the printer in giving his customer a little dip out of each of a dozen series of type, all jumbled together in one advertisement.
4. The craze for black rules: This is particularly a shortcoming of the trade paper. You see light rules and heavy rules; round corners and square corners; double, triple or quadruple rule border, and the most ingenious but highly destructive use of boxes and cross rules inside the body of the ad. If I were an advertiser I should want no better showing than to set an ad without a rule, in one series of type, preferably in caps and lower case, old style, double leaded, with wide spacing between words, in a page where all the rest of the advertisements contained black cuts, black border designs and black condensed full-face capital letters.
5. Black Background Ads: Turn over the pages of any trade paper, and you will see a series of black, illegible blotches which their perpetrators mistakenly designate as advertisements. I believe that the publisher of a trade paper owes it to himself and his other advertisers to refuse electrotypes in which the background is black and the letters cut out. In so refusing he will be doing a favor to the mistaken advertiser who wishes to perpetrate this sort of profitless thing, and protect advertisers who have better sense. He will also add to the attractiveness of his page and prevent the almost unavoidable off-setting from the black-face ads.
6. The habit of both advertisers and typesetters to devote perhaps half the ad to the name and address of the firm, leaving the thing offered for sale as almost secondary and incidental.
7. The mistake on the part of the advertiser—and here the publisher is not responsible if he makes an effort to prevent it—in being satisfied with filling his space with merely the name of the thing which he makes or sells rather than giving some pertinent reason why the article or device merits the attention of the reader of the advertisement. Such an ad is a deaf-mute salesman, who can do nothing but present a card bearing the name and address of the firm and the name of the thing which he wishes to sell.

NEW CHICAGO AGENCY.

The Peck-Wood Company, a new general advertising agency with offices in the First National Bank Building, Chicago, is a partnership between Charles M. Peck, lately advertising manager of Carson, Pirie, Scott & Co., and J. Witt Wood, who held a similar position with the Hub Clothing House, that city.

A PILLSBURY COOKING SCHOOL.

In Minneapolis and St. Paul the Pillsbury flour interests have inaugurated a series of free cooking lectures, with practical demonstrations. These talks are given by an expert every afternoon for a week. On Monday the subject is salads, Tuesday bread, Wednesday cake, Thursday soups, Friday fish and Saturday pies. Pillsbury flour is used exclusively "because no other flour could produce such results," and the lessons are advertised in newspapers. All women are invited to come and bring their own spoons to sample the cooking.

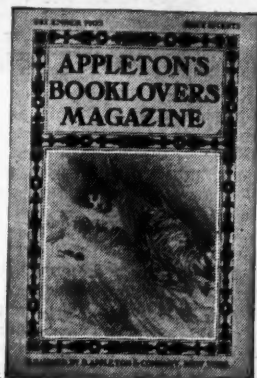
A BOYCOTT.

One of PRINTERS' INK's babies lately proposed that the advertising fraternity join in a "movement" to purchase none but advertised goods—or, in other words, to boycott all goods that are not advertised. The father of this thought confesses some disappointment in the lack of interest toward it displayed by trade journals and the general press, but never doubts that when it gets going it will change the face of the map of American manufacturing. Unless a manufacturer advertises, all the advertising men, advertising agents, billboard men, street car men, printers, etc., will refuse to buy his goods. A special label of weird design is to be attached to "fair" goods to distinguish them from "unfair." Every manufacturer will thus, ergo! be forced to advertise, and that will help advertising. To what extent he must advertise has

not yet been determined. Perhaps it would be sufficient for him to insert a sort of probate notice in some single periodical. But even if he simply hung out a sign, he would have the sign-painter's support, and no boycott could be successful without the co-operation of this active seller of advertising. It would be difficult to discover a business house, however small, that doesn't advertise in some way. Campbell's soups, for example, have in the labels on their cans one of the most productive advertising mediums used for their exploitation. If a manufacturer puts a label on his goods he is an advertiser. Where would the line be drawn in such a boycott?

This "movement" bears none of the marks of a master mind, but the Little Schoolmaster gives some attention to advertising oddities, and this is a real freak.

Advertising as PRINTERS' INK understands it is a method by which the producer or seller of goods informs the public about them. Some advertisers present this information more attractively than others, but it is all information, and nothing more, and when it has been published by means of the newspaper, the magazine, the billboard the dodger or the advertiser's sign, the balance of power remains with the great public.



CHRISTMAS COVER.

MR. CLAUDE M. WHITE has accepted a position as manager of local advertising on the Des Moines *Capital*. Mr. White was formerly in the advertising department of the Kansas City *Journal*.

SERVING THE ENDS OF JUSTICE.

Superintendent of Police Pierce of Boston frankly acknowledges in the following letter the assistance of the Boston *Post* in solving the famous dress suit case mystery, which for weeks nonplussed the police of the country:

POLICE HEADQUARTERS, BOSTON.
Nov. 5, 1905.

MR. E. A. GROZIER,
Editor the *Post*, Boston, Mass.

DEAR MR. GROZIER—Permit me to thank you for your latest invaluable aid to me in the finding, by the *Post* diver, of the head of Susan Geary, in the Gladstone bag, on bottom of Boston Harbor, a short distance from the East Boston north ferry slip.

Through the *Post's* instrumentality the body of the dead girl is now complete. This finishes and makes possible the legal identification of the chorus girl victim of the "Suit Case Mystery," so called, as told alone by you in your paper one week ago.

I appreciate your promptness in notifying me, and again thank the *Post* for its great assistance to me in unraveling this shocking crime. Yours very truly,

WILLIAM H. PIERCE,
Superintendent of Police.

The Boston *Post* says editorially in this connection: "For this grewsome mystery to have remained unsolved would have been a public misfortune, and an encouragement to the infamous human harpies responsible therefor. The morals of the community absolutely required its solution. The axiom that 'murder will out' is again demonstrated to the terror of evildoers."

"COLLIER'S" THIRD ARTICLE.

"Liquozone" is the subject of the third article in the *Collier's* series on proprietaries, published in the issue for November 18. Mr. Adams, the author, deals chiefly with the composition of this remedy as revealed by analysis, and takes up the endorsements of physicians used in advertising it, asserting that in some cases the writers have no scien-

tific standing and in others that word juggling has been resorted to in giving "Liquozone" a pseudo-medical reputation. This portion of his article is extremely interesting. "Liquozone," it is stated, consists of sulphuric and sulphurous acids, heavily diluted, and may easily be dangerous to those who take it. A series of tests with guinea pigs was lately conducted for *Collier's*. Four separate experiments where pigs were inoculated with anthrax, diphtheria and tuberculosis and treated with "Liquozone" resulted in a heavy butcher's bill, for forty-six pigs were used, and forty-six died. These tests were conducted by the Lederle Laboratories, New York. A medical representative of the "Liquozone" people was present and stated that he was satisfied with the fairness of these tests. Of the interesting fight between "Liquozone" and "Hydrozone," the product of Charles Marchand, New York, Mr. Adams says:

Collier's has been in receipt of much virtuous indignation from a manufacturer of remedies which, he claims, Liquozone copies. Charles Marchand has been the most active enemy of the Douglas Smith product. He has attacked the makers in print, organized a society, and established a publication mainly devoted to their destruction, and circulated far and wide injurious literature (most of it true) about their product. Of the relative merits of Hydrozone, Glycozone (Marchand's products), and Liquozone, I know nothing; but I know that the Liquozone Company has never in its history put forth so shameful an advertisement as the one signed by Marchand, and printed in the New Orleans *States* when the yellow fever scare was at its height. And Hydrozone is an "ethical" remedy; its advertisements are to be found in reputable medical journals. Partly by reason of Marchand's energy, no nostrum in the country has been so widely attacked as the Chicago product. Occasional deaths, attributed (in some cases unjustly) to its use, have been made the most of, and scores of analyses have been printed, so that in all parts of the country the true nature of the nostrum is beginning to be understood. The prominence of its advertising and the reckless breadth of its claims have made it a shining mark. North Dakota has forbidden its sale. San Francisco has decreed against it; so has Lexington, Kentucky, and there are signs that it will have a fight for its life soon in other cities. It is this looming danger that impelled Liquozone to an attempted reform last summer. Yet, in spite of the censorship of its legal lights, in spite of the revision of its literature by its scientific experts, in spite of its ingenious avoidance of specifically false claims in the advertising which is being scattered broadcast to-day, Liquozone is now what it was before its rehabilitation, a fraud which owes its continued existence to the laxity of our public health methods and the cynical tolerance of the national conscience.

MAIL-ORDER CONSOLIDATION.

A new company to be known as the Currier-Boyce Co., with offices at 63 Washington street, Chicago, has been formed to publish the *Woman's World*, *Homefolks* and *Homemaker*, three mail-order papers heretofore under separate management, as a trio. The *Woman's World* was a Boyce publication. The *Homemaker* was founded in January, 1901, by G. H. Currier, who will be general manager of the new concern. *Homefolks* was issued by the Homefolks Publishing Co., Chicago. An aggregate circulation of 1,550,000 copies monthly is claimed for this new trio, which will pass under the new arrangement January 1.

GERMAN PAPERS AS MAIL-ORDER MEDIUMS.

Howard C. Story, of the *German Daily Gazette*, Philadelphia, believes that German newspapers offer a valuable medium to the mail-order advertiser. "According to the last census," he says, "there were 8,264,298 persons of German parentage in this country. The population of our largest cities has from 33 to 65 per cent. The German is acquiring the mail-buying habit. Advertising in his native tongue gives him confidence, and this once gained a competitor might find it hard to get him away. Some shrewd mail-order houses are making strenuous efforts to get this desirable trade. The question of German copy is not complicated, for the leading German papers have especially well-drilled translators. All copy for German publication should have that plainness, directness and simple force essential to conviction, and if the offer is fair and frank, it will carry weight. The same amount of space used in English publications should be used in German. Reader for reader, the pulling power of good German papers is perhaps higher than in corresponding English papers. Some large advertisers unhesitatingly

say that they can afford to pay double the amount for replies in German publications, and that the inquiries received generally mean business. Such well-known mail-order firms as: Montgomery Ward Co.; Sears, Roebuck & Co.; Hayner Distillery, Dr. Shoop, Liquidozine Co., Dr. Sproule, Force of Life Chemical Co.; Theo. Noel Co., etc. are using large German copy to advantage. The follow-up system should be in German. German form letters, together with booklets, folders, mailing cards, etc., are necessary. Among recognized German mail-order publications of national circulation are the *Deutch Amerikan Farmer*, claiming a national circulation of 150,000; *Haus und Bauerfreund*, 102,000; *Lincoln Freie Presse*, 150,000; *Pennsylvania Staats-Gazette*, 22,508. These papers are circulated almost exclusively in the smaller cities, and in rural districts, and in localities where the possibilities of purchase of goods in local stores are limited. The daily German newspapers are good mediums for mail-orders. Among them are the *New York Morgan Journal*, Philadelphia *German Daily Gazette*, *New York Staats-Zeitung*, Chicago *Abend Post*, St. Louis *Westliche Post*, Milwaukee *Germania* and Milwaukee *Herold*.



If you once work
at a H A L E
Desk you will
never use any
other kind.

HALE DESK CO..
15 STONE ST., next Produce Exchange.

INSTANTLY FATAL.

LOS ANGELES AGENCY EXPANDS.

H. W. Clough, formerly advertising manager of the Los Angeles Ice & Cold Storage Co., and later connected with the advertising department of J. C. Newitt, that city, has become a partner with Robert A. Read in the Read Advertising Agency, of Los Angeles. Mr. Clough has a reputation on the Pacific Coast as a copy man, and his chief work in the agency will be the development of its copy service.

A COUNTRY BANK'S BOOK-LET.

"Rich Old Brown County" is the title of a novel little brochure put out by the Morrill & Janes Bank, of Hiawatha, Kansas. It gives statistics of the county's wealth. There is \$2,000 for every inhabitant of Brown County. Her farms are worth \$18,604,650, and when crops were planted last spring she had \$31,000 worth of the 1904 crops left in granaries. Of the thirteen banks, with total deposits of \$1,539,364, the Morrill & Janes Bank is largest, having nearly \$350,000 of deposits.

THE ADVERTISING SOLICITOR.

In his second lecture on advertising delivered recently before the Twenty-third street branch of the Y. M. C. A., New York City, Frank L. Blanchard discussed the duties of the advertising solicitor. He spoke in part as follows:

Of all the persons employed in the advertising field the most numerous, and I might say the most important, is the solicitor. He is the most important factor in the publication business, because upon him depends in a great measure the financial success of the periodical by which he is employed. Newspapers cannot live upon the money they receive from subscriptions. What are the qualifications of a successful advertising solicitor? I would say in the first place that he should have a convincing and pleasing personality. He should have a good personal appearance and dress well but not ostentatiously. Good clothes go a great way toward making a favorable impression

upon a customer. In the second place an advertising solicitor should possess assurance and perseverance—assurance because he must make his way into a merchant's presence sometimes through a bluff and sometimes in spite of the opposition of over-zealous employees; perseverance because he will sometimes be treated discourteously, but if he knows his business he will keep his temper and coolly and calmly state his proposition in spite of an unpleasant reception which has been accorded him. The advertising solicitor cannot know too much. The better his education the better he will be able to approach educated men. He will meet the ablest, sharpest and shrewdest men there are in the country and must be able to discuss topics of trade and of news with them in an intelligent manner. Frequently it is these conversations that accompany the visit of the solicitor to the merchant that enables him to secure his attention and co-operation. It is frequently the case that a merchant will give the solicitor a contract for advertising, not because he believes that the medium he represents is the best but because he is interested in him and desires to help him. The solicitor must have the knack of persuading men by argument, by the force of personality of such other ability as he may have at his disposal. I have known in my own experience several men who had made failures in business, but who succeeded wonderfully well as advertising solicitors. One of the best of these had never received a grammar school education and yet could talk convincingly and grammatically to a prospective customer, and made \$10,000 a year. There is to-day a greater call for honest and capable advertising solicitors than for any other class of help in newspaper offices. The solicitor's life is far from being an easy one. Sometimes he works several days without getting a single dollar's worth of business. He meets with a disappointment here, a rebuff there and occasionally is insulted by those who ought to know better. Nevertheless in spite of all these things he must not become discouraged or disheartened. Business men prefer to have the solicitors who call upon them bring sunshine and not a cold, damp fog. Warm personal friendships are often established between the solicitors and the advertisers. I know of several men representing New York newspapers who are frequently invited to lunches, to dinners and to trips on private yachts simply because they have won the confidence and personal esteem of prominent business men. Someone has said that every successful advertising solicitor should be an egotist. As a matter of fact those who have made the most money in the field were nearly always egotists. There are two kinds of egotism—the offensive and the inoffensive. The man who possesses the former makes more enemies than friends. He who possesses the latter acts and speaks as though he knew exactly what he was talking about and has full confidence in himself and the publication he represents.

THE Winnipeg, Manitoba, *Free Press* issued a sixty-four page paper on October 30, to set forth the enormous forward stride which the city has taken within the past year. The edition differed from many so-called "industrial editions" in that it contained no paid write-ups. Outside of the advertising pages, no consideration obtained beyond the news value of the matter dealt with.

THE *Country Gentleman*, of Albany, New York, the oldest agricultural paper in the United States, will celebrate its seventy-fifth birthday in January. Seventy-five years for any paper in this country is a ripe old age. Very few, perhaps none, outside of a few dailies, can reckon seventy-five successful years to their credit. For three-quarters of a century the *Country Gentleman* has worked persistently in the interest of agricultural development. The paper will commemorate its seventy-fifth birthday by issuing a "Special Anniversary Number" in January.

Iowa newspapers report a ruling of the Postoffice Department which makes it an offense against the lottery law to publish lists of prize-winners at euchre and whist parties.

HAMPTON AGENCY DOUBLES ITS SPACE.

The Ben B. Hampton Co., New York, has moved from the fourth floor of the building at 7 West 22nd street to new quarters on the ninth and tenth floors, obtaining thereby an area of floor space aggregating 8,000 square feet, or double what was available in the old offices. Few agencies in New York have a greater area, it is said. Separate rooms have been provided for the art and copy departments. These have been made sound-proof, each writer has a private room, each artist a large north window, and a private staircase connects the two floors. The main offices, filing and rate departments are on the ninth floor.

Hamilton Rifles

Have a name for absolute safety, accuracy and strength of shooting.

MODEL No. 23

is of the **Bolt Action** type. It is unique. Combines greatest strength with least weight.

Our Guarantee

protects you against any imperfection in any Hamilton Rifle.

Let's put you next to our proposition. Write to-day.

HAMILTON RIFLE CO.
Plymouth, Mich.

ATTRACTIVE.

HOW ADVERTISING HAS BEEN UTILIZED TO REALIZE ON AN INVENTION.

Many great fortunes have been made through inventions, but in spite of successes on record the way of the inventor is by no means easy. A large proportion of the fortunes that have come from inventions, in fact, were not realized by the inventors at all, but by promoters who put their devices in the market. For the inventor, there are usually long years of study and costly experiment before his idea is perfect and practicable. He may fail, after all, or be anticipated, or have his idea stolen. If he succeeds, and has his device patented, it may be years before the invention becomes so well-known as to be in wide demand and profitable. When this happy stage has been reached, like as not, his patent has expired—for the right to profit by an invention is limited to a restricted term of years.

Lee Rubens, senior partner in the firm of Rubens & Marble, Chicago, perfected some years ago an invention that has since grown to have a world-wide sale—a patent woven undergarment for infants and children, familiar to all readers of magazines as the "Rubens infant shirt." Before this garment was perfected Mr. Rubens had an underwear commission business, where he saw dozens of attempts to provide childhood with a garment that would keep its little tummy warm, yet do away with the need for buttons and the necessity for putting the garment on over the wearer's head. Nothing seemed to fill the bill until Mr. Rubens perfected the simple shirt that bears his name, and it is said that in the trade that has been built up since the product was first introduced no serious competitor has appeared.

To introduce a garment like the Rubens shirt through the regular channels of trade might have taken a good many years of the life of the patent. The garment was not only new to jobbers and retailers, but had the disadvantage

of following on the heels of several failures devised for the same purpose. The inventor was not rich, and he knew very little about advertising, except that in general it is an excellent thing. It seemed to him that, in order to retain control of his novelty and put it on a paying basis at once, he must cut out the promotive work with jobbers and dealers that would have been done under ordinary trade conditions, going direct to the mothers of the country with his new garment by means of advertising. If the garment were as good a thing as he believed it to be, they would convert the dealers, while if it were not practicable and in demand, then a long campaign of trade promotion would be saved.

Which, of course, looked very simple.

It was simple—as to plan. But the first step he took in advertising was to get into the hands of the wrong kind of advertising agent. This latter functionary's reasoning was that the mothers of the United States can be reached through the smartest of the fashion journals, and the first advertising that appeared for the Rubens infant shirt was printed in publications of this kind. There were hardly any results. Then the agent tried other publications to get orders by mail, but without making an impression. Finally, one day (and fortunately, Mr. Rubens thinks) young Mr. Laskar, who is now vice-IT of the Lord & Thomas agency, Chicago, came along looking for his first client. Mr. Laskar was then about eighteen years old, and receiving a weekly salary that was also down in the 'teens, it is said. As he and Mr. Rubens both appeared to be at the beginning of their respective careers they made an agreement to go along together. Since then Mr. Laskar has handled the Rubens account, and it has stayed with Lord & Thomas, and the Rubens business has grown. The copy has never been startling in its nature, being simply a staid little exposition of the garment, with one or two cuts and some

description, a good deal like a idea through advertising, Mr. Rubens has been distinctly a success. Rubens & Marble began business in a room 10x24, with one knitting and two sewing-machines. The members of the firm did their own selling, packing, marking, shipping, and sometimes had to take a hand at the sewing. The output was six dozen a day. Now, however, the output is between 500 and 600 dozen, and if it were possible to produce them the demand would absorb 1,000 dozen. This novelty is difficult to manufacture, and

RUBENS INFANT SHIRT

A Word to Mothers:

The Rubens Shirt is a veritable life-preserver. No child should be without it. It affords full protection to lungs and abdomen, thus preventing colds and coughs, so fatal to a great many children. Get the Rubens Shirt at once. Take no other, no matter what any unprogressive dealer may say. If he doesn't keep it write to us. The Rubens Shirt has gladdened the hearts of thousands of mothers. We want it accessible to all the world.



No Buttons



No Trouble

Patent Nos. 529,868—530,323.

BEWARE OF IMITATIONS!

The Genuine Rubens Shirt has this signature stamped on every garment:—

Rubens

The Rubens Shirt is made of cotton, merino (half wool and half cotton), wool, silk and wool, and all silk to fit from birth to nine years. Sold at dry goods stores. Circulars, with price list, free. Manufactured by

RUBENS & MARBLE, 94 Market Street, CHICAGO

an's Magazine and similar magazines. There are not many on the list, but each has proved out, and as they have demonstrated their ability to bring results, Mr. Rubens keeps his copy in them, and his ad appears twelve times a year in each, rain or shine, summer or winter, good times or bad, and he intends to be in these publications right along every month, doing business at the same old stand, where mothers can find his ad, as long as they do pay.

As an inventor realizing on his

the factory force has to be increased slowly. At one period forty new hands were added in a week, with the result that fewer goods were turned out than with the former force—all the newcomers were learning and taking up the time of the experienced workers.

The sales of the garment are now world-wide. Chinese, Japanese, Siberian, Russian and Boer babies wear the Rubens shirt as well as American, Canadian, English, French and German. It is

already a staple, and the inventor has been content to follow along in the rear of the demand rather than resort to any forcing process through sensational advertising. "We are not magicians," he says, "and can't make demand for a product unless people want it." All the ads are keyed, and a mail-order department fills orders that cannot be taken care of by dealers. Outside of these, however, the regular course of movement is through the trade—from jobber to dealer, etc. All are protected, and all are kept happy by good margins of profit. But Mr. Rubens has some pretty decided views on his own rights that not even trade considerations can break down. One of these is the inviolability of his name and trademark on goods. Many large stores like to handle such desirable goods, but demand that they have the option of removing the manufacturer's trademark and name and substituting their own. Hundreds of manufacturers accede to this demand. But not Rubens & Marble. Under the patent laws no one has the right to paste another label over that of the maker on patented products, except by express contract with the holder of the patent. This right has never been surrendered to a dealer or jobber, for to do so would make of the genuine goods what, to the consumer, would appear an imitation quite as satisfactory as the original. Another thing to which the firm adheres with an old-fashioned conservatism is its price. The retail price of Rubens shirts is set and furnished to those who answer the advertisements. Prices to jobbers and retailers are also set. When wool went up forty per cent during the Boer war, raw material in Rubens shirts made of wool naturally went up too. But the firm did not change its prices. When wool goes down the price remains. Many a jobber and dealer has offered big orders for goods on condition that a five per cent discount be given, but it is said that no one has ever got a discount. Years of experience

in the underwear commission business, with its fluctuating prices, taught the firm the advantage of being on bed rock. Competitors have come into the field and endeavored to build business on the trade that is refused, under this policy, permitting large stores to affix any old label that they please, and following all the vagaries of the wool and cotton markets with their prices and discounts. But none of them have lasted.

So there is a good deal more to the success of the Rubens shirt than advertising.

Mr. Rubens finds publicity a good remedy for certain trade evils. Not many months ago a competitor came out with an imitation of his garment that was really an infringement. It has always been a practice with him to keep as far as possible from anything approaching a lawsuit, even when the merits of the case are clearly on his side. In this emergency he consulted no lawyer, and took no steps for legal redress, but simply sat down and wrote a letter to the trade press calling attention to the infringement and asking the trade if it believed in fair play in such matters, and the right of a man to profit by the product of his brain and years of work. The trade did. It responded by neglect of the infringer that drove him out of business within a few weeks and took up a dangerous imitator not only of the Rubens product, but of other well-known proprietary articles as well. Just a plain setting forth of right and wrong carried the day, even against advantages of dollars and cents, and a great legal case was disposed of without even an attorney's advice. Publicity did it.

Do not attempt to make up your mind beforehand what words you will use, but fix the mind on the subject of your goods. If you know your subject thoroughly, words will be found in abundance.—*Ad Sense.*

SALESMANSHIP is involved in the story of the goods, not in the price. The right goods will always bring the right price if the story be told in the right way.—*Ad Sense.*

ORIGIN OF A NEWSPAPER NAME.

Edward Everett Hale's father was publisher and editor of the Boston *Daily Advertiser*, the first daily paper in Boston. "My father," he says, "introduced into Boston journalism the 'leader,' written by some one in the office, expressing the views of the office. Before his time such expression of opinion was made by different correspondents, who could be known as 'Cato,' 'Publius,' 'Junius,' or the rest. I have always supposed that the name 'Advertiser' on all American newspapers was borrowed from the *Public Advertiser*, of London, in which such letters of 'Junius' originally appeared." —*Bookseller, Newsdealer and Stationer.*

THE "free trial" offer has made for success in many instances and those who have had the "free trial" have been well pleased with their purchases. As a method of inducing inquiries and making sales the "free" article and "the thirty days on trial" proposition have been successful and except in few instances they have but few of the "come on" characteristics that mark the open fraud. Why can't we eliminate dishonest "free" advertising, and make place for the honest?—*Ad Sense.*

ORIGINALITY in advertising lies rather in the application of a thing than in the thing itself. Common expressions have a special advantage when they have a clear application to the subject of your ad. They reach the mind instantly, because no reflection is needed to receive them.—*Rhode Island Advertiser.*

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion. \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

THE circulation of the Raleigh *EVENING TIMES*, Raleigh, N. C., is nearly 10,000.

IF you wish to sell your publishing business, write FRANK H. KNOX, Albany, N. Y.

SIX trains leave Raleigh every afternoon, carrying the *EVENING TIMES* to all sections by night.

WANTED—New and second-hand machinery. Send description to A. E. BENN, Amsterdams, New York.

WANTED—Cox Duplex Pressman, single bar; afternoon paper; \$18 per week. "PRESSMAN," care Printers' Ink.

THE Raleigh *EVENING TIMES* has absorbed the *Morning Post*, of Raleigh. The *TIMES*' circulation is now nearly 10,000.

THE Raleigh *EVENING TIMES* is the only paper between Richmond and Atlanta with the full Associated Press service.

ADVERTISING make-up man (24) desires change. Three years' experience. Address "B. W.," care of Printers' Ink.

EXPERIENCED editor and reporter, city or country successful, open for position. "YOUNG MAN," Printers' Ink.

WANTED—Active, ambitious and capable advertising solicitor to join in purchase of a trade journal. Box 1308, Boston, Mass.

SERIOUS men who desire to own good newspapers, to send for my "special short list." C. F. DAVID, 148 Townsend St., Boston.

ADVERTISING solicitor (weekly and magazine experience, Eastern territory) desires change. Address "E. W.," Printers' Ink.

WEEKLY within 150 miles of N. Y. City for a large grain business and grain mill. A good trade is open. C. F. DAVID, Boston.

ADVERTISING service wanted, including ready-made advertisements. Send samples and terms. J. M. KENNEDY, Marlin, Texas.

WANTED—Position as assistant advertising manager by young man of ability. Thorough training; good references. "H. F. Y.," Printers' Ink.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WANTED—Capable, well-equipped advertising writer and manager of thorough experience; one now holding good position. Address "WHOLESALE," Printers' Ink.

ADVERTISING manager seeks new connection; now adman large retailing concern. Address "EQUIPPED," Printers' Ink.

POSITIONS open for competent newspaper workers in all departments. Write for booklet, *PERMANENT NEWSPAPER MEN'S EXCHANGE*, 303 Main St., Springfield, Mass.

COLLEGE man, recent graduate, to learn business with high grade first class opportunity for advancement. Write us today. HAPGOODS, Suite 611, 359 Broadway, N. Y.

CONCERNI O TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewriter"; 64 pp., 50c. postpaid. Agents wanted. A. S. CARNELL, 150 Nassau St., N. Y.

MAIL-ORDER man, American, age 27, seeks position. Eight years' highly successful experience. Knows how to make a new article or boom an old one. Address "B.," Box 448, Newport News, Va.

A MAGAZINE, having an opportunity equal to that of *Ladies' Home Journal*, requires more capital to fill that field. Owner is a publisher of reputation. Address "X. L. N. T.," care Printers' Ink.

WANTED—An experienced ad solicitor for established Southern trade paper devoted to cotton manufacturing. Satisfactory proposition to good, honest, conscientious worker. Address "COTTON," care Printers' Ink.

MANAGER—For Southern office with local publications and class journal; also doing large job business; city of 7,000. Must have a past record of success in similar position. Preferable to make some investment. "SOUTH," care Printers' Ink.

WANTED—For new department, writer of mail-order copy who can write and plan mail-order advertising and business literature, and has ability to develop advertising and secure business by mail. Address, giving particulars, past experience, wages, etc., "WIS," Printers' Ink.

EXCEPTIONAL OPPORTUNITY. Wanted hustling young man as advertising manager of a thriving weekly newspaper. Prefer one who will invest small amount of capital in the company. Open to full investigation. Address BERLIN HERRALD, Berlin, Maryland. H. D. Adams, President.

AN ABLE ADVERTISER. AGE 25 YEARS. AGENCY EXPERIENCE, ASKS OPPORTUNITY AT MODERATE SALARY. AGENCY OR BUSINESS HOUSE. "A. D. V.," PRINTERS' INK.

EVERY ADVERTISER and mail-order dealer should read **THE WESTERN MONTHLY**, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. **THE WESTERN MONTHLY**, 515 Grand Ave., Kansas City, Mo.

WANTED—A position by Jan. 1st by young man, 33; 5 years' experience with large concern—stenographer, shipping clerk, asst. bkpr., cashier, then traveling salesman for two years, covering cities of U. S. Has had some experience in advertising. Is a man of good address. Wishes to be associated with some reputable adv. company where ability means promotion. Best of references. "L. P. J." Box 423, Suffolk, Va.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 30 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$2,000 place, another \$500, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.
GEORGE H. POWELL Advertising and Business Expert, 1467 Temple Court, New York.

FOR SALE.

COUNTY sent weekly in Illinois for \$2,500; it's a dandy. **C. F. DAVID**, Boston.

GREAT daily in Texas worth \$150,000. About \$155,000 quick sale gets it. **C. F. DAVID**, Boston, Mass.

400 NEWSPAPER properties in 37 States. Send for "special short list." **C. F. DAVID**, Boston, Mass.

HIGH-TONED family paper; established 30 years; owner retires from business; low price. **"PUBLISHER,"** Box 1159, Boston.

ONE of the best county sent weeklies in N. E. States. Profits \$2,500; big plant; \$3,500 cash required. **C. F. DAVID**, 1467 Townsend St., Boston, Mass.

\$5,000 SECURES control of monthly magazine that will stand full investigation. Party able to devote part of time preferred. Address "D," **Printers' Ink**.

NEWSPAPER OPPORTUNITY—\$4,000 will buy well-established semi-weekly and job office in one of richest and healthiest counties of the South. Golden chance to one who can make good. "SOUTHERN," care of **Printers' Ink**.

TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cacaos, Hygiene, Vaseline, Santol, Dr. Charles Flish Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOPPER COMPANY**, 11 Verona Street, Brooklyn, N. Y. The largest maker of **TIN BOXES** outside the Trust.

COIN CARDS.

\$3 PER 1,000. Less for more any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

ADDRESSING.

ENVELOPES addressed for 75c. per M., wrap 100c. from your own list. We sell the Standard Auto Addresser. Write us. **B. F. JOLINE & CO.**, 123 Liberty St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

SOME Publishing Opportunities.
Excellent Mechanical Paper, \$25,000;
Substantial Household Monthly, \$35,000;
Hygienic Monthly Foundation, \$25,000;
Technical Weekly Foundation, \$30,000;
Medical Monthly Foundation, \$15,000;
Local Monthly Foundation, \$2,500.
EMERSON P. HARRIS,
Broker in Publishing Property,
353 Broadway, New York.

ADVERTISING MEDIA.

READ the Baltimore TELEGRAM, the only illustrated weekly in the South. For results, give us a card.

THE EVANGEL.

Scranton, Pa.
Thirtieth year; 30c. a grade line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

ELEVEN physicians are getting rich in Troy, Ohio. The RECORD, only daily, is read by 70 per cent of their victims. High-class medical propositions accepted. Minimum rate, 5c., plates.

I AM TIRED

writing letters to manufacturers soliciting advertisements. If you want to talk to 1,500 live, retail merchants each month, located in the most prosperous section of the great Southwest, write me. Rates reasonable; advance Jan. 1.

ADDRESS
PUBLISHER THE RETAIL MERCHANT,
Dallas, Tex.

ADDRESSES FOR SALE.

TOWN and country, North Central Ohio. Correct, up-to-date lists. Address "DIRECT-ORY," 33 S. Garden St., Norwalk, Ohio.

ADDRESSES FOR SALE—New list ten thousand Railway Mail Clerks; \$15 cash with order. **WALTER REDMAN**, Allegan, Mich.

20,000 FRESH names of live, prosperous farmers in the Middle West, at \$1 per M., typewritten. **A. P. COX**, Sterling, Illinois.

SUPPLIES.

SEND for samples of our handsome **PRICE CARDS**. Many styles, 40c. per 100 up. **Biddle P. C. Co.**, 1010 Cherry St., Phila., Pa.

WALL CALENDARS FULL LINE at reasonable prices. Send for catalog. **LOUIS FINK & SONS**, Fifth St., above Chestnut, Phila.

NOTE HEADINGS of Bond Paper, 5x8 1/2 inches, with envelopes (paid p.). 100 for 6c.; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples. **MERIT PRESS**, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut lines than any other ink house in the trade.

Special prices to cash buyers.
FREE samples of Bernard's Cold Water Paste will be sent to any publisher, paperhanger, photographer, cigar maker or manufacturer who uses paste for any purpose and will test its merits. **BERNARD'S AGENCY**, Tribune Building, Chicago.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circular. We do addressing at low rates. **WALLACE & CO.**, 29 Murray St., New York, 1310 Pontiac Bldg., 336 Dearborn St., Chicago, Ill.

CLASS PUBLICATIONS.



20,000 Buyers
of (\$1,025,000,000 annually)
Hardware, Housefurnishing
Goods, etc.
Read every issue of the
Hardware Dealers'
Magazine.
Write for rates. Specimen
copy mailed on request.
258 Broadway, N. Y.

EXCHANGE.

HAVE photo-engraving to exchange for second hand or new typewriter. Submit proposition to "P. O. Printers' Ink."

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. U. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

ELECTROTYPERS.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER 45 Rose St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters, "Small Quantities at Small Prices," 100, 50c.; 200, 95c.; 300, \$1.25; 500, \$1.95, prepaid. Write for booklet and specimens. HOPKINS CO., 1 E. 42d St., N. Y.

COIN MAILER.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 246 B'way, N. Y.

BOOKS.

PATENTS THAT PROTECT—72 p. book mailed free. E. S. & A. B. LACEY. Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties. 54 cents samples, 10c. J. C. KENYON, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

ADVERTISERS—Write on your business stationery for a sample MAN-I-Q. The MAN-I-Q is a new, low-price, pocket advertising specialty that will bring business. (Patent pending.) G. P. COATES CO., Manufacturers of Novelties, Norwich, Conn.

MAIL ORDER.

DEHUTSVRIEND, mail-order journal; through 8 States; 7c. agate line. Grand Rapids, Mich.

HALF-TONES.

GOOD half-tone for either the newspaper or job department. STANDARD, 61 Ann Street, New York.

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. THE YOUNGSTOWN ARO ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x4, \$1; 4x3, \$1.60.
Delivered when cash accompanies the order.
Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

ADVERTISEMENT CONSTRUCTORS.

12 ADS FOR \$2.

Think of it—12 good business-getting ads; enough for a month. Send me \$2 and tell me your line. CHESSUM, Brantford, Canada.

ARE YOU!

A If you are willing to pay me a trifle more to have your advertising "things" quite different from other people's, I believe I can be profitable to you. That "extra little" pays me to make things with an uniqueness that is apt to keep them out of the waste paper basket. Many advertisers, remembering that other people treat commonplace "stuff" precisely as they do, illustrate economy by paying me for circulars, etc., sufficiently attractive to escape that "W. P. B.;" if you suspect yourself of such a "willingness," I'd be glad to mail you a lot of my "doings" for you to ponder at your leisure. I wonder if you actually do harbor such a suspicion! No postal cards in reply to this—please.
No. 10, FRANCIS I. MAULE, 402 Sanson St., Phila.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. STANDARD INDEX CARD COMPANY, Bittenhouse Bldg., Phila.

ADWRITING.

ADWRITERS AND SOLICITORS—You can make \$100 to \$500 a month with a little easy work, a few hours a day, by a new and original plan I have worked out and proved to be a sure winner. It's a square business proposition to business men right in your own town. Write for information—it's money for you.

E. S. EVERETT,
4 Childs Bldg.,
Binghamton, N. Y.

By using "The Ad-writer's Rule" it will enable you to think clearly when writing Ads—it starts you right

There are so many confusing and misleading instructions that it is often impossible to get right down to the starting point. This causes considerable loss of time and patience; and quite often the important selling point is overlooked. It's for this reason you should use "THE ADWRITER'S RULE," for all instructions are plain, brief and concise—it gets you right to the starting point. It's a metal rule, just a handy size, and contains a small mine of useful information, so necessary when preparing ads.

By mail, 50 cents. Send for folder.
L. ROMMEL, JR.,
61d Merchant St., Newark, N. J.

PREMIUMS

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 50-page list price illustrated catalogue, published annually, 34th issue now ready; free. **S. F. MYERS CO.**, 47 W. and 49 Maiden Lane, N. Y.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

CURTIS-NEWHALL CO. Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

THE H. I. IRELAND ADVERTISING AGENCY Write for particulars of the Ireland Service. 555 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 35 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco. Largest agency west of Chicago; employ 40 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

CANADIAN advertising promises results which invite most careful investigation. Write us for best list of papers to cover the whole field efficiently. **THE DESBARATS ADVERTISING AGENCY, Ltd.**, Montreal.

ZINC ETCHINGS.

DEEP LINE CUTS at six cents per square inch. **STANDARD**, 51 Ann St., New York.

TRADE JOURNALS.

"REAL ESTATE" Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quietest. Price \$12. **F. J. VALENTINE**, Mfr., 175 Vermont St., Buffalo, N. Y.

PAPER.

BASSETT & SOUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

POSTAGE STAMPS.

3 OFF, unused U. S.; c. o. d. **R. E. ORSER**, broker, R. & 94 Dearborn St., Chicago, Ill.

In Advertising that Pays

one can always see the hand of the fool or the hand of the master, fool advertising pays sometimes master advertising pays all the time.

Master Advertising Copy

is prepared at **THE LETTER SHOP** by the most powerful force of advertising copy-writers in America. Ask

Franklyn Hobbs, Himself
 Caxton Block
 Chicago U. S. A.

Booklet about THE LETTER SHOP
 Himself and His Seal for the asking

DISTRIBUTING.

DISTRIBUTING through the agency of the **Bernard Advertising Service** in Ala., Ga., Miss., N. C. and S. C. was tested five years ago by a trial order for distribution by the **Peruna Drug Mfg. Co.**; now their books are distributed four times annually throughout the Southeast by the **Bernard Agency**. You can learn the particulars from **CHAS. BERNARD**, 1516 Tribune Building, Chicago.

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR Ptg. Co.**, 514 Main St., Cincinnati, O.

LOFTIS SYSTEM

DIAMONDS ON CREDIT

For Christmas Presents

Why give a cheap, ordinary Present, when, with five or ten dollars for first payment you can give a beautiful Diamond Ring or High Grade Watch.

The Famous Loftis System enables you to do this. Write for details. Our Big Christmas Catalogue is a veritable Gold Mine of beautiful Christmas Gift Suggestions, with its aid you can select appropriate Presents for both young and old, 1000 handsome illustrations. Write today for a copy. Don't delay, write to-day.

LOFTIS BROS. & CO. ESTD 1880

Diamond Cutters
 Watchmakers,
 Dept. H 172
 92 State St., Chicago

**A Leading
 Advertising
 Agency in
 Toronto, Can.**

wants a writer for its copy department. Young man with experience preferred. Qualifications of applicants are: a good knowledge of English, industry, sober habits, the ability to delve into and digest material gathered by the agency for "copy."

Address, stating age, experience and other details of interest, and salary wanted, **J. J. GIBBONS**, TORONTO, CANADA.

You cannot get
satisfactory results from
newspaper advertising in
the State of Washington,
without using the

**SEATTLE POST-
INTELLIGENCER, OF
SEATTLE,
WASHINGTON.**

You cannot make newspaper
advertising pay in the
State of Utah, without
using the

**SALT LAKE
CITY
HERALD.**

No
careful, judicious
advertiser ever used the
ANACONDA STANDARD,
of **ANACONDA, MONTANA,** with-
out making it pay.

Let us tell you more about these great fields for
profitable advertising.

87 Washington Street, Chicago.

WM. J. MORTON,
Special Representative,
150 Nassau Street, New York.

STILL THEY COME.

Office of the COURIER,
SWANTON, VT., Nov. 17, 1905.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—Kindly send us your new ink catalogue. I can say,
without solicitation, that the small orders for inks which we have sent
you have proved entirely satisfactory, and we shall send another order
in the near future.

Very truly yours,

CARL C. FLETCHER, Publisher.

Every day I am besieged with from twenty to thirty
applications for my new sample book, and at this rate it is
only a question of a short while when the supply will run
out. Don't be one of the delinquents, otherwise you will
continue to pay out money to your favorite ink man which
would remain in your bank if you bought from me, as my
prices are at least fifty per cent lower and the quality of my
goods second to none.

ADDRESS

PRINTERS INK JONSON,
17 Spruce Street, New York.

**TALK
No. 8.**

Ten Talks to Manufacturers

It is gratifying to note that magazine advertisers are awakening to the great possibilities which the Agricultural Press holds out to them as an advertising field.

Even the magazine publishers have become convinced that the farm press is a rich advertising field, as is evidenced by their recent advertisements now appearing in this class of publications.

It brings to light the possible fact that magazine publishers are in need of "*new blood*" with which to infuse their "*circulation*," and that they desire "*quality*" equally, if not more so, than "*quantity*" of circulation.

Nowhere can they boast about "*quality* circulation" better than when it comes from the class of people who form the sinew and backbone of our country—the real, true American citizen.

And why?

Because this class of people are staid, dependable, and *buyers* of advertised goods. They are "*regular*" subscribers, and produce that element so much desired by all publishers known as "*pulling power*."

If they are desirable readers for the magazine publishers, they are *particularly* desirable readers for all advertisers, and can be reached through their own class papers—the Agricultural Press—at much less cost than through the advertising columns of magazines.

This year this fifty-six million of buyers have been blessed with the richest harvest they or their antecedents have ever garnered, and, consequently, have millions more money with which to buy the goods you have to sell.

The direct way to their pocketbooks is through the Agricultural Press.

THE NATIONAL AGRICULTURAL PRESS LEAGUE

1448 Marquette Bldg., CHICAGO, ILL.

The Advantages of "Team Work" in Advertising.

If, when you get out a booklet, catalog or other printed matter to advertise your business, the copy is written by the business manager—with liberal alterations and additions by nearly everybody about the place—the illustrations are made by a down-town artist, and the printing is done by an up-town printer, what is the result? The work is a disappointment; it does not hold together. It is a patch-work affair, and it shows it.

We think you would appreciate the advantages of "team work," as exemplified in our printed matter. The writers work with the artists; the artists work with the writers, and both work with the printers. The result is harmonious, pleasing, distinctive and a delight to those who send it out and those who receive it. And, when all is over, our service will probably cost you no more than if you worried and bothered with the work yourself.

THE GEORGE ETHRIDGE COMPANY,

Hartford Building, No. 41 Union Square, New York.



HE sore of ignorance usually develops into the cancer of prejudice. We should never be so ashamed of our ignorance as not to cheerfully welcome any chance to remove it. Ignorance is no sin; in fact, the wisest of us may be ignorant of many things that "any fool knows;" but Prejudice is often a crime. To remove the ignorance of all sorts and conditions of men in respect to the mail-order business, *I have written a book*, although I am not an adversary of Job. It is a book in which I am sure you will be interested, however much or little you may now know about the mail-order business.

Here is a small slice of the book:

"The growth of the country people in prosperity, the natural increase in their tastes for good things, even for luxuries, as a consequence of their prosperity, the increased facilities of rural free delivery — all have combined to make the mail-order proposition one of the most preferred."

It is from an article of mine which appeared in an advertising trade paper. The people of a city like New York have very little absolute reason for patronizing the mail-order concerns. About five million customers are tributary to that city's retail business, but their wants are well supplied by about fifty large department stores, and hundreds of other retail establishments of a larger magnitude, besides thousands of smaller retail places. Similar are the conditions in other large cities.

But only 30 per cent of the population of the United States live in cities. The remaining 70 per cent live in rural places away from departmental or up-to-date retail stores. Under present conditions these are becoming shoppers by mail.

Recently one of the big mail-order houses had to increase its facilities to the extent of putting up buildings costing about five million dollars. Some of the mail-order establishments spend more than one million dollars a year for postage, and still the mail-order business is in its infancy. The rural free delivery, that new force which binds city and country together, and which is continually expanding, will make this business grow by leaps and bounds.

There is still room for those who would make fortunes in the mail-order business. There are places for manufacturers and special or general dealers to enter the field. It is the most promising in the commercial line to-day.





Now, as to the Book I Spoke About.



THE people are ignorant of the conditions of the business, and in order to disseminate knowledge in the place of this ignorance, and prevent it from becoming prejudice, I have arranged for the reprinting of a series of articles which I have written, and which were published in *Printers' Ink*, *Ad. Sense*, *The National Advertiser* and other papers and magazines, on the subject, "The Mail-Order Proposition." There was a great demand for these publications in which these articles appeared, which was not satisfied, as the copies are now out of print.

These articles are right up-to-date, and there will be a considerable amount of matter which did not appear in the original articles.

Only Fifty Cents for this Splendid Book — and You Can Get It Back !

"THE MAIL - ORDER PROPOSITION" is now in press and will be out in a few days. It will contain **100** pages. I will mail you the book upon receipt of fifty cents. This does not mean that the book need cost you the sum of fifty cents, small as it is, for this handsome and instructive volume, for the book contains a **COUPON** which will be accepted as payment of fifty cents by a number of leading advertising trade papers. So this book, containing a great deal of valuable information, need really cost you nothing. You will undoubtedly see that it is the best thing you ever got for the price, and that something for nothing is not necessarily "the fabric of a vision."

Send for the book **NOW**, for there is every probability that I have underestimated the demand, though I knew, from the difficulty of obtaining papers in which the articles were printed, that it would be very large.

WILLIAM BORSODI

99 Nassau Street

New York

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR ETHRIDGE.

If Mr. Clark expects people to accompany him on his personally conducted Oriental tours, it seems as if he should make his advertising a little more attractive and legible than the sample advertisement here reproduced. This advertisement appears in a large number of magazines, and in some of them it can be read. In all of them it is dim, foggy, chilly and repellent. It seems



No. 1

that if the ordinary citizen were asked whether he would rather go around the world with Mr. Clark or go to jail, he would choose the jail. It seems very unlikely that many people would be lured from their own bright and cheerful firesides by anything of this nature. In No. 2 the same idea is brought out clearly and strongly, but at the same time attractively—and with plenty of room left for the introduction of



No. 2

type matter, thus obviating the necessity of running the text all over the scenery.

This Glycerole advertisement is a simple affair but nevertheless it possesses points of strength which render it certain to be seen and read in any company. The highly polished shoe and the name "Glycerole" are the points of prominence, and taken together,

tell a little story without the aid of the text. As a whole the advertisement is a good one, sincere

GLYCEROLE
The Shoe Polish of Quality

Why not buy the best when it costs no more? Glycerole has been recognized as the highest standard quality in shoe polish for over thirty years. It not only gives you the polish which conforms to fashion and good taste, but preserves the leather and will not soil the clothes. At good dealers, only 25c. a package. If unable to find it, send us 25c. for a package, expressage prepaid.

Until January 1st we will give, absolutely free, two packages of Glycerole Foot Baller with every package of Glycerole Polish. This is the best powder for tired, sore or swollen feet. If you do not find it in the package you buy at your dealer's, just send us a portion of the label and we will send you a generous trial supply free. It will be an agreeable surprise.

RESTORFF & BETTMANN, Manufacturers
 35-37 Bond Street
 Dept. E NEW YORK CITY

For Ladies Shoes For Mens Shoes
 For Childrens Shoes For All Shoes

and convincing in general appearance and in text.

The Wirt Pen advertisement reproduced here is novel, to say the least. The happy young woman seated in the midst of the big pool of ink is certainly not an object of pity, as her facial expression shows that she enjoys it hugely.

The Wirt Pen

Don't cry over spilled-ink

No more ink troubles.
 No more dried fingers.

PAUL E. WIRT FOUNTAIN PEN
 writes with non-shrink permanent
 Always Ready — Always Writes
 Good at all times
 Corrugated in Metal or Rubber
 No G. R. N. S. N. S. N. S.

The idea has nothing in particular to commend it, and if it were not for the attractiveness of the girl the ad would be a poor one.

BUSINESS AND STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Editor Business and Store Management, Printers' Ink Publishing Co., 10 Spruce St., New York.

In the November 15th installment of this department, I made the general statement that men are more efficient than women as business assistants, and gave some reasons for thinking so. I intimated, however, that there are sufficient exceptions to prove the rule, and, before the matter had been put into type, the following conspicuous one came to light in the form of a news item in the *New York Sunday World*:

WOMEN CLERKS DRAW BUSINESS TO A BANK.

Owners Declare Their Tact and Attractiveness Have Made the Institution Prosperous.

JOPLIN, MO., Nov. 11.—With a woman cashier and four women bookkeepers, the Bank of Joplin has a surplus of \$250,000, which is just fifty times its capital. And T. W. Cunningham, who owns the bank, declares the tact and attractiveness of his fair assistants are chiefly responsible for the flourishing showing of the institution.

Mrs. F. V. Church, who has been cashier of the bank sixteen years, made the best report that was submitted to the recent bankers' convention in Washington. She was one of the two women delegates to the convention. Mrs. Church entered the bank, while single, as bookkeeper. When she married, a few years later, she decided to keep her place in the bank, having been promoted to cashier, and preferring that work to the duties of housekeeping.

I am glad to give space to this item because it may contain a hint that other banks can take with profit and satisfaction, and because I do not want to be understood as one who thinks women wholly incapable and useless in business. It has been my pleasure to meet many very capable business women, some of whom were really quicker and brighter than men holding more important positions and drawing higher salaries in the same establishment, and others whose natural talents had failed of proper recognition almost wholly through lack of initiative and encouragement—women who could really do things that seemed beyond their reach if somebody, whose opinion they respected,

would only tell them so. But women in business, outside of the mere selling of goods over a counter, are prone to be narrow—to be penny wise and pound foolish—to search most carefully for pennies while dollars are flying by within easy reach; and with zealotry untempered by good business judgment, to make errors that re-act and hurt. And then, woman is likely to presume upon the privileges of her sex and man's natural chivalry to say and do things that would not be tolerated in a man. The right kind of a woman has a mighty refining influence in an office or shop, and many subordinate positions can be filled as satisfactorily and much cheaper by women; but few, very few, are fitted, in mental or physical make-up, or in temperament, for heavy responsibilities—long continued. Often faithful, capable lieutenants, seldom generals.

I believe that the field in which the opportunities for bright women are greatest is the one which they have had the least to do with—that of writing advertisements. If I were conducting a retail store large enough to necessitate an advertising man and an assistant, that assistant would be a woman and an understudy. It seems to me that a bright woman should know, almost instinctively, what point or points in a hat or garment will make the strongest appeal to other women, and how to describe them in the most effective way. Even in a smaller store catering to women, I would have one of the most intelligent of my female employees gather the data for advertisements and give me her own personal impression of the goods.

Speaking of understudies reminds me that the practice of hav-

ing a man always in training to fill every important position which might be suddenly vacated is a growing one. Its benefits are two-fold. It prevents the head of a department from assuming the arrogant air that so often comes from the feeling that the house would go to everlasting pot without him; and it gives the understudy an incentive for working hard and learning all he can about the business. And it's a comfort to know that if Jones should be suddenly called away by death, a ball game or a larger salary, whether his absence were temporary or permanent, Smith could fill the gap till Jones returned or his successor was appointed, or succeed him in the position. But the status of the understudy should be made very clear to him, and the head should be the real head just as long as that responsibility rests upon him, free from interference by the man next in line. There must be no clash of authority—no question as to who is "it."

* * *

These are the days of "schemes" in advertising, and of late the newspapers have rather led the merchants in the number and variety of publicity-making, business-winning ideas. Raffles, who originally belonged to the newspapers, has now become the property of the retail merchant and is doing duty simultaneously in Maine and California. But a better scheme for the retailer to adopt is one now in use by the Albany (N. Y.) *Evening Journal*, described by the ad here reproduced from that paper:

NOW FOR SCHOOL CHILDREN!

A dollar awaits the original of this photograph. Watch the Albany *Evening Journal* every night, as your picture may be next. (Half-tone cut taken from photo of school girl appeared here).

Pupils will be taken at or near school houses, and all the schools will be represented from time to time. The lucky children will receive a dollar on presenting the picture at the *Journal* office within three days of publication, dressed as in the photograph and giving name, age, grade, school and residence.

LIST OF LUCKY CHILDREN:

Marion Coogan, aged 5 years, residence 231 Myrtle avenue, third grade, public school No. 24.

James McDonald, aged 7 years, residence

269 Sheridan avenue, first grade, public school No. 7.

It has long been recognized that the quickest, surest and perhaps most profitable way to enlist the interest of parents is to first get their children's attention and interest, and this seems a particularly good and inexpensive way to accomplish that end. In the case of a merchant using the idea, it might be better to offer choice of goods to a certain value—say even two or three, or possibly five dollars' worth of merchandise, according to the frequency with which the pictures are published—and other conditions. But it ought also to be a condition of the offer that one of the parents should accompany the child to the store, thus bringing into contact with the goods the person who is responsible for supplying the child's needs, and perhaps making direct and immediate sales thereby.

* * *

Of course, your preparations for Christmas are all under way—your plans for advertising, decorations, convenient arrangement of stocks and a store service that will do credit to all. Look out for "green" help; put your extra people on early enough to get broken in a little—to learn just where things are and something about your ways of selling, before the coming of the rush that sometimes embarrasses the old hands. Pay enough to get competent people and have things run with that ease and smoothness that makes steady customers of the chance Christmas buyers. Don't "fall down" on your delivery service, for there's no other time in all the year when a little disappointment at that end will seem so big and serious to the customer.

* * *

Perhaps one of the most popular of all the schemes intended to reach parents through their children was the offering of a prize each week or month, or a number of prizes within a given time, for the best ads written by school children between certain ages for the establishment by which the prizes were offered. Of course,

parents were appealed to for aid which they could not give without learning more about the store and stocks to be advertised, and a general interest was created with a value out of all proportion to the cost. An excellent scheme of the same general character is now being advertised by "Kreeger's," in the New Orleans (La.) *Daily States*, and while the gist of it could be given in a few words, it seems better to reprint the ad in detail, as below, for the benefit of those who may be glad to carry out the same or a similar idea along the same lines:

SCHOOL GIRLS' KID—DRAWING CONTEST.

\$100 CASH GIVEN AWAY.

First Prize.....	\$50
Second Prize.....	25
Third Prize.....	20
In addition to the above will be awarded a prize of \$15 for the sketch which, in our judgment, is most readily adaptable to advertising purposes, whether the committee awards it a prize for merit or not.....	15
	—\$100

Contestants must be girls between the age of 12 and 18 years, and attendants of any school (public or private), in New Orleans.

The drawing is to be a pencil sketch on regular pencil drawing paper, 3 by 6 inches, and is to represent a KID (young goat) recumbent, grazing or in any position that suggests itself to the contestant.

No restrictions are placed on contestants—it costs nothing to enter—nor is entering conditional on buying anything here.

Numbered application blanks may be had at the glove counter for the asking and must be filled out and handed in at the same time as, but separate from, the sketch submitted. The back of the sketch itself is to be numbered to correspond with the number of the application, put in a plain envelope without folding, addressed "Kreeger's Kid-Drawing Contest," and handed in at our glove counter. The application will be filed away by us; the envelope containing sketch will be dropped in a locked receiver.

The contest closes December 29th, at Six P. M.

On December 30th the prizes will be awarded by a committee of drawing teachers, according to the merits of the sketches submitted; the names of the contestants will not be known to the committee, the sketches being treated according to their respective numbers. Contestants awarded prizes will be identified after the award by names on their applications, which are numbered correspondingly to the numbers on the sketches submitted.

It is understood that all sketches submitted remain our property.

The names of the prize winners will be published in the morning newspapers December 31st.

KREEGER'S,
New Orleans, La.

Ideas of this kind, being mu-

tually helpful, are least objectionable. The children or young people who compete for the prizes are the better for the training it gives them, whether successful or not; it occupies their minds with something useful and helps to develop any latent skill that may be only awaiting an incentive. It benefits parents through benefiting their children, and it benefits the merchant through getting a great deal of favorable attention. In fact a scheme like this, and that of writing ads for prizes, should interest teachers because of its educational value and the possibility that it may develop talent which in later life will be of inestimable value to the scholar.

I want to say right here that this department never "knocks" except to "boost;" that in some cases it will point out mistakes only in order to show what should be avoided; that many of the "trade-making" schemes that are given space elsewhere because they seem new and novel, will be ignored entirely because they are not good. Retailers in all lines who are doing things which they believe could be emulated with profit by brother merchants in other cities, will be doing something for the good of the cause by sending the news to this department. Full credit will be given for all such items as are used, and the sender will be fully rewarded by the knowledge that he has done something to promote good advertising and good business management, with no harm to himself. It should be remembered too, that while you may be entirely familiar with many of the subjects covered here, **PRINTERS' INK** has many readers who are not and who need advice.

"WHY They Move" is a booklet reproducing a number of current magazine and newspaper ads being used by the Union Metallic Cartridge Co., Bridgeport, Conn. These ads run steadily, and through their clearness and force are an influence with 4,000,000 readers every month. The booklet is designed to show the retailer what is being done to help his sales. A clever idea was that of binding the booklet in the paper used in the manufacture of U. M. C. shot shells.

READY-MADE - ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

It isn't a minute too early to begin your Christmas advertising—not necessarily in the big spaces that you will use for the ten days or two weeks just preceding Christmas, but in space large enough to properly present the advantages of early buying and to hold out temptations in the way of attractive offerings. Of course, you know the early-buying argument—the greater opportunities for satisfactory selections from full assortments—the helpfulness of buying with more deliberation than will be possible when the rush sets in, and the comfort of it. Offer to exchange, either before or after Christmas, any purchase which may not prove to be exactly what the customer wants, and to refund full purchase price on request. Advertise that you will lay goods aside on payment of a small deposit and to make deliveries right up to the last minute if necessary. Do everything you can to make Christmas shopping easy and agreeable at your store—make yours *the* Christmas store in your line by offering every help and convenience at your command, and then, for the sake of future business, “make good” on everything you promise. You have heard all this before, but it doesn't follow that you fully appreciate its importance.

A Christmas Suggestion from the Phoenix (Ariz.) Republican.

Sofa Pillow Tops.

If you're going to present some one with a sofa pillow at Christmas time pick out the cover now while the assortment is complete. Hundreds of subjects are here in lithographs, floral designs, nature studies and those already worked and made up.

40c. UP.

M. GOLDWATER & BROS.,
Phoenix, Ariz.

A Decidedly Convincing Talk, but the Display is Rather Indefinite, and a Headline Reading "The Best Place to Buy Japanese Goods," or "Japanese Opening" Would Have Been Much Better. Ads Following This Should Go More Into Details, Taking One or Two Attractive Pieces, Describing Them and Printing Prices.

The Best Place.

The best place to buy goods is where each piece of stock that is placed on sale is carefully selected by a competent buyer.

Each piece of our Japanese goods has been personally selected for its beauty of design, its finished workmanship or some quality that lifts it above the ordinary. We have added largely to this line from year to year until we now have the most unique and best selected stock in the city.

In order to give the public an opportunity of viewing these rare specimens of Japanese art we have decided on a Japanese opening, beginning with to-day, extending through next week.

A hearty invitation to visit our store is extended to all.

LEHMAN BOOK & NEWS CO.,
Ft. Wayne, Ind.

A Good Thing To Do and To Advertise Right Away After Thanksgiving. From the St. Joseph (Mo.) Gazette.

Santa Claus

arrived promptly on time yesterday, and the thousands of little folks that greeted him at our store showed that he had lost none of his popularity. He will be with us from now on until Christmas, and we extend a most cordial invitation to all the children of St. Joseph and surrounding country to come, see and have a chat with dear old Santa. His mail box will be in place—write your letters and leave them here for him. Have you seen the \$100 Toy which he'll give away? Get a free ticket with every 25c. purchase.

HIRSCH BROS. DRY GOODS CO.,
St. Joseph, Mo.

McLEANSBORO, Ill.

Editor Ready Made Department:

I'm sending you a few newspaper advertisements that I've prepared and used for Smith's Drug Store, this city. Since taking charge of the Smith Drug Store advertising they report an increase in business of at least 33 1-3 per cent. I will appreciate your criticism on these ads, at your convenience. Thanking you for same, I am,

Very truly yours,

W. E. SEVERS.

Smith's Drug Store ads, or at least those submitted with this letter, average well above the average. They are written in the earnest, serious tone that becomes a drug store, yet are lively, conversational and interesting, as shown by the following example:

If we didn't make Benson's Cough Syrup ourselves and know just what is in it, we wouldn't tell you to ask for your money back if it didn't give satisfaction. No morphine, opium or other injurious drug enters into the making of Benson's Cough Syrup. For this reason we recommend it for the children, as well as adults.

It seems so strange that anyone will cough and experiment with other Cough Remedies when they can get Benson's Cough Syrup with our word that it will absolutely cure them.

Twenty-five cents per bottle.

SMITH'S DRUG STORE,
McLeansboro, Ill.

The Ubiquitous Mr. Raffles Bobs Up At Independence, Kansas, in a New Disguise. From the Independence Daily Reporter.

A \$5 Suit of Xtra Good Clothes Free to the Best Boy Detective.

The man who sells Xtra-good boys' clothes for Ederheimer, Stein & Co., Chicago, is coming to see us within ten days. We will give Free any Xtragood suit in our store to the first clever boy under 16 years of age who finds this man before he leaves town.

What You Must Do.

When you think you have found the right man, say to him, "You are from Ederheimer, Stein & Co., Chicago, and sell Xtragood Clothes." Remember these words. If you say anything else he will not answer.

JUMBO CLOTHING CO.,
Independence, Kansas.

A Suggestion That Lots of People Will Gladly Accept.

Automobile Goggles

Improved styles. An appropriate gift. Although the cost is small, they will certainly be appreciated by a chauffeur.

J. C. FERGUSON, JR.,
Manufacturing Optician,
8 and 10 South 15th Street,
Harrison Building,
Philadelphia, Pa.

A Very Dignified, and Cordial Invitation, That Would be More Interesting, Especially to Strangers In Philadelphia, If It Gave Some Intimation of the Lines Handled.

There is a freedom to examine objects of interest in every department of this establishment which is very agreeable to visitors.

Attention is invited to the magnificence, novelty and diversity of the stock; to the wide range of articles of reliable quality and correct taste obtainable at moderate prices.

And to the many attractive suggestions for Christmas presents to be found in all departments. Purchases intended for Christmas gifts will be held for future delivery if desired.

BAILEY, BANKS & BIDDLE
CO.,1218-20-22 Chestnut Street,
Philadelphia, Pa.

A Mighty Good Hint for the Grocerymen. From the New Haven (Conn.) Register.

To Mr. Casual Gift-Maker.

Don't let the thought of what you are to send away for Christmas bother you—put the detail and responsibility upon our shoulders.

On December 6th our list of Christmas Boxes of good things will be ready for you to look over. They cost \$1, \$2, \$3, \$5 and up to \$10. You can order to suit your pocketbook and have the satisfaction of knowing that your gift will be practical, substantial, sensible and acceptable—all in one.

Drop us a postal, or call for our "Christmas Box" list.

Ready Dec. 6th.

EDW. E. HALL & SON,
381 State St.,
New Haven, Conn.

ARTHUR C. VIVIAN,
General Publicity for Retail Advertisers.

519 Jersey Avenue,
ELIZABETH, N. J.

Editor Ready Made Department:

I shall be much pleased if you can find room in your valuable paper to criticize the inclosed grocery advertisement.

I am a subscriber, and read the Little Schoolmaster with great interest.

Very truly yours,

A. C. VIVIAN.

The ad referred to measures five columns in width by ten inches in depth, and being much too large for reproduction in its entirety, only the introductory and two or three sections showing particularly good descriptions are reproduced below. There are thirty-two of these sections, separated by rules, each containing a brief but well-worded description or argument and the price, and the whole form a well-balanced and attractive typographical effect. The principal display lines and prices are set in gothic, with the sub-heads or items in Devienne, and the descriptive matter in Roman, all lower-case. If the ad is a reflection of the store, as it should be, here is a grocery that is conspicuous for the neat, orderly and convenient arrangement of goods, for low prices on good groceries, and for liberal dealing. Without knowing anything about the results, I am ready to gamble that it proved a "puller." Here is the introductory:

**CLIMAX OF VALUE-GIVING AT
OUR REMOVAL SALE.**

Values! Values! Values! Our big Removal Sale is brimming over with unusual bargains, rare and tempting enough to bring joy to every house-keeper. A large stock of choice groceries must be disposed of in short order. Nothing will be reserved—profit and even cost will be disregarded. Some of these lots are small, and we can't guarantee how long they will last—the earliest comers will secure the largest choice. All goods are pure, fresh and of the highest quality.

Talk-of-the-Town-Bargains for Friday, Saturday, Monday.

Mail and Telephone orders promptly filled.

L. LEHMAN & CO.,

Leading Cash Grocers.

133 Broad Street, Cor. E. Grand St.,
Elizabeth, N. J.

And here are three of the sections:

Beachnut Bacon.

Paper-thin slices of rich streaks of fat and lean bacon, packed in dainty and useful glass jars. It fries to a delicious crispness, and adds perfection to eggs, fish and meat. It has scored a great success with particular people. Small jar, at 12c.

Long's Preserves.

Prepared from California fruits, noted the world over for their delicious flavor. These preserves are positively pure, only the fresh fruits and the finest quality of sugar being used. The maker has offered \$1,000 to anyone who can detect impurities. Per glass jar, at 18c.

Cake Icing.

Are you having trouble with your icing? Does it fail to harden properly? It certainly is aggravating to work hard over a cake, and find the appearance spoiled because the icing isn't right. You won't have any trouble with this icing. Orange and Lemon flavors; jar at 10c.

Don't Forget That People Plan Christmas Buying Very Much According to Prices. From Pittsburg (Pa.) Dispatch.

**Books for the
Holidays**

Richly bound editions of all the popular books—of standard authors in sets—of history, poetry, biography—books for young and old, strenuous and sedate. The showing of the bookmakers this year is more varied and beautiful than ever—juvenile books are a specialty.

Leather Goods—Pocket-books, Card Cases, Wallets—new and novel effects—plain and richly mounted in the precious metals.

J. R. WELDIN & CO.,
429-431 Wood Street,
Pittsburg, Pa.

A Short, Strong Shoe Talk.

**\$2.50 Shoes for
Women**

Every late style that's pleasing is here—and they're better than most the \$3 shoes shown elsewhere. Built on the newest and most approved lasts, comfortable because they follow the natural lines of the foot, smart and stylish in appearance. Try a pair and compare them with the ones for which you've paid a higher price elsewhere, \$2.50.

STOUT'S,

318-330 Mass. Ave.,
Indianapolis, Ind.

One for the Picture Dealer. From the Lynn, (Mass.) Daily Item.

Beautify Your Homes

By selecting from our stock something in the latest designs in Christmas Pictures. Our stock of Christmas Pictures is the largest and best we have seen, and the low prices in no sense indicative of their artistic merit. Our whole window is given up to pictures nicely displayed and easy to look over, while inside you will enjoy a visit to our Christmas picture gallery.

A. A. FRENCH,
155 Market St.,
Lynn, Mass.

One From a Series That Lacked Only the Persuasion of Good Descriptions and the Strength of Prices. Printed in the Austin (Tex.) Statesman, a Year Ago.

Are You Ready

For the holidays? Not unless you have visited our store during the past week and examined our line of holiday offerings. Our stock of men's furnishings is of exclusive excellence for the Christmas shopper, and a suitable present may be easily selected here for the most careful dresser. Everything for the man—with a pleasing distinctiveness of style and quality. We please in price as well.

WRIGHT & ROBINSON,
616 Congress Avenue,
Austin, Tex.

The Sales of Christmas Decorations, of These and Other Kinds, Can Be Very Greatly Increased by Good Newspaper Advertising.

Christmas Greens

Everything in Holly, Smilax, Wreaths, Christmas Trees, Pine Roping, &c. We are having old-fashioned Christmas weather; let us have an old-fashioned Christmas for the children.

It won't cost you much if you buy your supplies here.

Holly, 15c. per pound.
Smilax, 25c. per pound.
Wreaths, 15c., 24c. and 50c.
Christmas Trees, 50c. to \$2.
Pine Roping, 5c. per yard.

G. M. WARRICK'S SONS,
Washington, Pa.

Either Phone, 110.

What More Appropriate or More Likely to be Appreciated by a Mechanic Than Some Fine Tool For Which He Has Frequent Use?

Morse Drills For Xmas

There is no gift more appropriate for Christmas for the husband, son or brother than the new Morse Indexed Drill Cases now displayed in our windows. Any man will appreciate the gift—because it is so useful.

Pull the button, turn the top and get the size of drill you want.

One set of drills in case.
1-16 to 1/2 by 32ds, \$3.
1 set drills in case, 1-60 \$3.50.

SEES & FABER,
2008-2010 North Front Street,
Philadelphia, Pa.

Some Good Talk Preceding Attractively Priced Offerings, as it Appeared in the Memphis (Tenn.) Commercial Appeal.

A Few "Ante-Christmas Specials."

We are offering special values during this week with the hope of bringing you to the realization of the advantages of buying before the Christmas rush. There is every reason why you should do so, with such a stock as ours to select from. You will surely find thorough satisfaction at our store, as we always keep in sight our guiding idea of "Goods better or prices lower."

CAMPBELL-HOFFA FURNITURE CO.,
Memphis, Tennessee.

A Liberal Offer. From the Elizabeth (N. J.) Evening News.

Weather Strips.

We have the best weather strips for keeping out frost, wind or dust from your home that have ever been invented. We are so confident of this that we will give a practical demonstration by putting a sample window on trial, free of charge, with the understanding that same will be paid for if satisfactory and additional work is ordered.

Better attend to it now.
LAGGREN BROS.,
1178-1180 E. Grand St.,
Tel. 2511, Elizabeth, N. J.

Forty Years an Advertising Agent

IN BOOK FORM.

Will be ready for delivery on Tuesday,
January 16th, 1906.

Will be a book of between five and six
hundred pages of PRINTERS' INK size, set in
long primer, leaded, and illuminated by nu-
merous half-tone portraits.

The price will be \$2.00.

Will be sent, postage paid, to any ad-
dress, on receipt of price.

★ ★ ★

Special Offer.

Anyone remitting THREE DOLLARS between
now and January 1, 1906, will receive a copy
of the book, carriage paid, and a coupon
good for a one year's paid-in-advance sub-
scription to PRINTERS' INK. The price for
a yearly subscription to PRINTERS' INK is \$2.00.
The coupon is transferable, or it may be ap-
plied in extension of present subscriptions.

★ ★ ★

THIS SPECIAL OFFER IS ONLY GOOD
DURING THE PERIOD ABOVE STATED.

Address, enclosing check for \$3.00, CHARLES J.
ZINGG, Manager PRINTERS' INK Publishing Company,
10 Spruce Street, New York City.